

## Personas

Below are the personas that I have outlined for my project. I've broken them into 3 categories.

1. Data distributors – These people share data about the team with others
2. Data Consumers – These people purely consume data about the team
3. Both Data Distributors and Consumers – These people primarily consume data, but find that they must also distribute data to those around them.

Each of these personas reflects the various members of the team, and those around them that are concerned with the goings on of the team. These people all could be helped by creation of the project and will interact with it in one of two ways based on what data model they are responsible for – distribution or consumption.

- Data Distributors Only



- Marty Manager – Marty is a manager for the Utah Bears. Marty works 50+ hour weeks at his day job and doesn't necessarily have time to communicate every change that happens individually to his team members (all 22 of them). He is looking for a means to streamline his interaction with his players so that he can make an announcement once for everyone.
  - Marty Manager is 35 years old.
  - He works a day job in an office 5-6 days each week.
  - He is married and has a child.
  - He has been on the team for 12 seasons, and managed for the last 8.

- Data Distributors and Data Consumers



- Paul Player – Paul is a player for the Utah Bears. He doesn't get involved with managing the team but contacts the manager and other coaches regularly for updates on games and outside events. Paul is young enough to be fairly tech savvy, but doesn't regularly interact with platforms like Google Hangouts, Discord, or other chat methods. This means most of his communication with the league, team, and coaching staff is done either via text or email. Paul would love to be able to view information JIT (Just in Time) through a single point of contact, rather than awaiting communication for the league or coaching staff.
  - Paul Player is 22 years old
  - He works a construction job 5 days each week
  - He is single.
  - He lives with his parents.
  - He has been with the team for 4 seasons.

- Data Consumers Only



- Perry Player – Parry is a player for the Utah Bears. He is very similar to Paul with one exception. Perry is very into modern communication on both his desktop and mobile devices. He is comfortable with means of communication like Slack, Hangouts, etc. He s frustrated that players like Paul make communication hard and would except any solution that just gets people to the batting cage on time.

- Perry Player is 30 years old
- He owns a small business selling and repairing motorcycles
- He lives in an apartment with friends.
- He has been with the team for 2 seasons
- Perry played Triple A baseball



- Frank Fan – Frank is a fan and family member of Paul Player. Frank wants to support Paul in his pursuit of baseball, but because of the current communication model, he doesn't know the schedule or Paul's stats. This limits his ability to support his family member in the way that he would like. Frank doesn't expect the team coaching staff to loop him into conversations, and Paul just isn't the type of person to do so. He would love a place he could look up the schedule of events, or even how Paul did in a game so that he can support his family how he wishes.

- Frank Fan is 55 years old.
- He is Paul Player's father.
- He works full time at a car dealership in the service department.
- He is married and has 3 children.
- He has coached Paul since childhood.