

Charles Brown | Enthusiast Viewer



Name: Charles Brown

Gender: Male

Age: 35 Years Old

Income: \$70k p.a.

Location: Orange, California

Educational Background: MBA program at UCLA

Career Background: Charles, a business analyst based in Orange, California is a huge cricket admirer. He eagerly waits for every cricket tournament to update himself. Charles remains extremely busy during the day and gets his free time mostly on weekends. He has a keen eye for details and likes to catch up on the tournament/overall stats.

Paint Points:

- Difficult to watch every match on Television.
- Certain details such as highest scorer, archived highlights, ICC rankings, etc aren't available at one platform.
- During a tournament, keeping track of the teams, wickets, run rate, powerplay, etc isn't easy.

Goals:

- Short and crisp summaries of matches.
- Looking for a highlighted summary with details of matches since he doesn't have time to go through the entire match.
- Cumulative data about batsman's form, fielding extras, dropped catches, bowling Yorkers, etc about each player team-wise.
- Keep track of upcoming matches, scores and rankings at a glance.

I would use this product because:

- I am looking for cricket match highlights since I don't have time to watch an entire match.
- Detailed statistics about rankings and players are what I look for.
- I don't want to miss upcoming tournament/match details.