

Who.



JAMES.

Demographic.

29 yo Junior doctor.

Lives in Aberdeen.

Earns £30k/year.

behaviours:

Loves sport esp NFL

Spends time reading + listening
to sports podcasts + articles.

Loves Fantasy NFL

needs + goals:

- Wants overview to keep his fantasy
stats over the year.

- wants to help his friends do the
same.

user stories:

As a fantasy football player I need (want) to
check my scores in one place so that I can
keep track of my team.

As a fantasy football player I want to create
a fan presentation for my mates in the league so
we can see how bad some of them have been
over the year.