User Persona #1

Patrick Mahomes

Key Attribute

- A new fantasy football user
- Confused about many other sites and how to interpret player statistics
- Has a lot of time and is a very meticulous person

Short Description

Patrick Mahomes is a new user who has entered his friend groups fantasy football league. He is completely clueless about the NFL and does not know where to look for his information for his players he has drafted. He is a competitive person, so he wants to win his league and avoid having to go through with the last place punishment.

Needs

- Needs a user-friendly and easy to interpret interface that allows him to make decisions on his lineup and changes he may consider
- A way to stay informed about his players and learn about his players
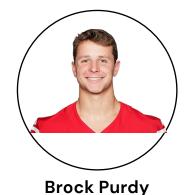- A consolidated interface with information from various analyst sources

Challenges

- Fantasy football is very confusing for new users
- There are a lot of resources, with some of them costing lots of money

Opportunities

This interactive app will allow new players such as Patrick Mahomes to be able to learn about the NFL through seeing statistical information about his players and receive real time updates about his teams. It will be intuitive in the sense that Patrick understands how to play fantasy football and interpret player trends so that he won't get taken advantage of by his league mates. The interactive will be a central hub for all fantasy football information.

User Persona #2

Brock Purdy

Key Attribute

- A fantasy football user who does not have a lot of time on his hands
- Has experience with fantasy football
- Is impatient and lazy and wants his information fast

Short Description

Brock Purdy is a seasoned fantasy football veteran but does not have enough time to browse through the various fantasy articles and websites to see which players he should trade or pickup for his lineups. He wants to flex his football knowledge but does not want to spend the effort to see who he should draft or potential trade targets throughout the season.

Needs

- Needs a quick stop to see how his players are performing
- Needs real time updates on his players and if their health
- Wants information from previous years to make informed draft day decisions

Challenges

- Does not have time to do extensive research about his players
- Does not want to pay premium prices for the current services that provide this

Opportunities

The interactive app will provide an avenue for seasoned fantasy football players the ability to see various performance statistics and trends of their players in one location. This dashboard will be free and have the ability to provide notifications for real time updates for your current players. Users will be able to compare players side by side.