MVP Personas

Tommy Porter

Background:

- High school education
- Works as a Credit Manager
- Engaged, no children

Demographics:

- Male, 59 years old
- Dual family income of $92,000
- Lives in a small home in St. Louis, Missouri

Identifiers:

- Owns a laptop, but would not consider himself 'tech savvy'
- Avid runner, regularly participates in 5k runs
- Competitive
- Recently suffered a knee injury and is looking into sports that are easier on his knees
- Recently signed up for a 'Learn to Play Hockey' program at his local ice rink

Shareese Taylor

Background:

- Bachelor's degree in Biology
- Works as a chiropractor
- Married with three children ages 8, 10, and 13

Demographics:

- Female, 37 years old
- Dual family income of $135,000
- Lives in a quiet suburban neighborhood in Chicago, Illinois

Identifiers:

- Enjoys taking the kids shopping on the weekends
- Spends three evenings a week driving her son, 13, to his hockey practices and games
- Supports the Chicago Blackhawks

Laura Harris

Background:

- Bachelor's degree in Political Science
- Recent college graduate
- In a new relationship, no children
- Works as a Paralegal

Demographics:

- Female, 24 years old
- Income of $36,000
- Recently moved to Milwaukee, Wisconsin from Minnesota

Identifiers:

- Outgoing and talkative, enjoys making new friends
- Tech savvy
- Played ice hockey for two years in high school
- Looking to join a local co-ed hockey league to get to know people in the area
- Spends a lot of time on her laptop surfing the web in the evenings after work
- Watches Minnesota Wild games with her boyfriend

Stretch Persona

Jack Thompson

Background:

- Associate's degree in General Studies
- Works the early shift in a refrigerator manufacturing factory
- Single, no children

Demographics:

- Male, 31 years old
- Income of $29,000
- Shares a small apartment with two roommates

Identifiers:

- Introvert, prefers to spend time alone in his room
- Spends a few hours every night playing video games on his computer
- Has played pick up hockey once a week for the last year