**Mary**

**Profile:** 38 year old Mother of one 12-year-old kid.She is working as a freelancer enginner usually from her home. She has a very busy schedule because she has a lot of meetings. She usually arrange the meetings after her child comes back from school. She leaves close to the training field so she does not have to worry about the way that her child will get at the training field. She has a driver licence. And she uses her phone a lot because of her job.

**Responsibilities:** She usually takes by herself her kid to the game. If this is not possible then she has to arrange another way so as her kid do not miss the game.

**Pain Points:** Learning at the last minute about the game time and game location.

Working at the time of the match.

**Key Drivers/Motivation:** She doesn’t know much about football, so the only thing that worries her is if she is not the person who will take her child to game she will be still able to see where is the location so as to come and get him after the match ends.

**John**

**Profile:** John is 45 year old and he is the provisor of the team. His life is the team. So this is not just a hobbie for him. He always wants to have everything organised and he has always trying to have the best communication between the parents and the team. He has a car and he is leaving about 10 minutes far from the training field. He is every day there and he is usually the first person to ask when the game is going to happen and where.

**Responsibilities:** The main responsibility concerns the communication of the parents and to inform them about the possible changes of the location or the cancellation of the game.

**Pain Points:** He is not what we call expert in the use of the technology. He is communicating mostly with telephone calls.

**Key Drivers/Motivation:** He is very interested in knowing the previous game results and locations and to be informed of how many people are able to bring their child at the game location.

**Chris**

**Profile:** His brother is playing in the team. He is 25 years old he does not want miss any game. He always taking his brother to the game and staying there until the end of the game. He is not so involved with the other parents of the team. He mostly care about his little brother and how he will get to the game to see him. He studies in another part of the town so he has to know if the game the same day will happened or canceled because it is almost 45 minutes driving far.

**Responsibilities:** He does not have responsibilities.

**Pain Points:** He is good in technology and uses a smart phone. He needs a good looking application and practical because he is rarely at his house.

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|  | Interest | Learn | Evaluate | Justify | Purchase |
| What is the persona’s motivation at each stage? |  |  |  |  |  |
| Which questions do the persona ask? |  |  |  |  |  |
| What message do you want success with? |  |  |  |  |  |
| Which content will the persona respond to? |  |  |  |  |  |