Personas

Competitive Sarah

- Doesn't have much fantasy sports experience
- Loves competing with friends, especially on Facebook
- Unfamiliar with FantasyFundraising but has donated on other sites in fundraisers through her workplace
- Keeps up with celebrities and has several favorite TV shows

User Behaviors

- Sarah can be hesitant to try something new if it is unfamiliar.
- Sarah's competitive nature can make her an advocate for spreading the site via social media, if prompted.
- Sarah is invested in the shows she watches and would be more apt to play against her favorite actors.

Design Solutions

- Create a first-time walkthrough for newbies like Sarah so they can build confidence.
- After every major action (picking a team, a season ends, payment is made) prompt with social sharing.
- If none of her favorite celebs are currently playing, let her "request" certain celebs. If enough interest is generated for a specific celeb, FFR can approach the celeb with details.

Personas

Fantasy Jeff

- Plays fantasy sports often, very familiar
- Loves playing online, but isn't a big social media user
- Hasn't really donated to a charity before
- Has some celeb knowledge but really geeks out about athletes

User Behaviors

- Since he's playing in 5 other leagues, Jeff knows most of the stats already.
- Jeff is used to playing for money or prizes and this is important to holding his attention.
- Since he watches a lot of sports, Jeff would love the chance to play against his favorite athletes.

Design Solutions

- Make the picking process as streamlined as possible, since Jeff knows who he wants to pick already.
- Though they may not be top-of-the-page, provide pictures (when available) and ample details about the prizes.
- Even though we are moving away from 'athletes-only' copy, make sure to keep pro players high in the mix for the significant portion of fantasy players that are Jeff.

Personas

Charity Betty

- Has played fantasy sports before, but it was a few years ago
- Is a very social person, but not really a social media user
- Is very involved with charities and heard about FantasyFundraising though her charity's local chapter meeting
- Is familiar with several celebs and knows a few athletes by name

User Behaviors

- Betty is more excited about getting people to donate than actually playing versus a celebrity
- Betty isn't too social media savvy but is comfortable emailing her friends.
- If she were able to find some celebrities she's familiar with, she'd contribute to more than just her favorite charity

Design Solutions

- Betty should be able to keep up with all of the people that have signed up to play via her 'sharing link'. This can help keep her engaged w/ spreading the word
- Betty is a prime user of the "Donate" button and it should be obvious enough for her to find and donate
- Include "Email to a friend" as well as social media buttons in sharing prompts
- Make celebs easy to pick through / filter based on different criteria.

Personas

Superfan Sam

- Doesn't like sports
- Follows all social media accounts of his favorite celeb and comments on every post / tweet
- Has donated to charities a few times but isn't a regular donor
- Has a favorite celebrity and does anything he can to engage with / support them.

User Behaviors

- Sam's favorite celeb is Miley Cyrus and he wants to be #1 on all of her leaderboards
- Sam doesn't know much about any sports and has no clue who he should pick

Design Solutions

- Encourage additional donations after a user is already signed up / picked their team for the week.
- Encourage social sharing and create a "sharing" leaderboard that keeps track of who signed up via a user's referral link
- Create an "easy button" that can either give suggestions or pick a team for the user that doesn't know who to pick