

## Fast Stat Personas

### Persona 1: Kenny Nhan



Kenny Nhan is a 19 year old male swimmer at Williams College in Williamstown, Massachusetts. Kenny has been swimming for 11 years and is currently on the varsity swimming team at Williams, but feels like he doesn't know how to improve his swimming anymore. His coach has told him that he thinks that tracking his races and stats for each race would help him figure out how to improve. So, Kenny is looking for a way for him to track his stats and is interested in a web app, so that he can log onto the app from whatever device is around him.

## Persona 2: Haden Smith



Haden Smith is 28 and just accepted a new part time job as an assistant college swim coach. Haden has been an avid swimmer for the past 15 years and has had great success in his swimming career.

The team that Haden is helping coach is a very hard working team, however, Haden has noticed that some members of the team seem to be discouraged by their lack of improvement. Haden wishes that he could have some sort of way that he could check in with his athletes and see how they're feeling and their thoughts on each workout, but the team is far too large to be able to meet with everyone individually on a regular basis. The head coach of the swim team has asked Haden to figure out a way to check in with each athlete in some form and to keep track of their performances. Haden does know his way around a computer and hopes that he can find an online method of checking in and keeping track of each athlete's performances, but he can't seem to find something that is dedicated to swimming.

### Persona 3: Nicole Stanger



Nicole Stanger is an assistant coach for the University of Maryland varsity swimming team. This season she would like to help her team reach bigger heights the year. In order to better assess her team's strengths and weaknesses Nicole wishes she had a more analytical tool for her team. A tool which enables her to study her team performance in a more quantitative sense. Nicole would like to compare certain statistics of different members of her team while also interpreting her players' qualitative opinions on their own performances. She needs a tool that is relatively lightweight and easy to use, something which the entire team can efficiently take advantage of.