Persona 1

Luke is a 45 year old volunteer manager at his local club who lives in Balbriggan. He is a carpenter who works in the Greater Dublin Area. He has always had a keen interest in playing football and lately has started coaching the local u16 team. He spends most of his afternoons communicating with players on messaging apps about upcoming fixtures, trainings and sending them materials they need to see before the next training/game and giving them feedback. He would like to use some of this time to relax after a long working day or doing something around the house.

A person sitting at a table

Description automatically generated with medium confidence

Name: Luke Murphy

DOB: 26/04/1976

Occupation: Full time carpenter

Involvement: Coaches the local u16 team

Luke’s goals

* Get across to the players in the best way possible without the need of using whatsapp.
* He wants an effective way of sending all the information needed to the team so that everyone can see it and communicate any comments back.
* He is looking for a solution that he can communicate to both the players as a group and individually if there are any worries or troubles. He also wants to keep track of who will be attending training and that they are informed where and when it is on.

Interface requirements

* User friendly design
* Easy to use and not too ambiguous
* Maximise the amount of people that will get the messages that are sent
* Provide feedback on attendance to training.