Sports Bettor / Superfan

Luca Ferrari

Key Attribute

– Closely follows Formula 1
– Huge fan of a team and cares a LOT about how they're performing
– Places bets on the season or individual races

Short Description

Luca grew up watching F1. He always dreamed of being a driver but didn't have the talents to do so. Instead, he is the next best thing, a superfan. He attends every Grand Prix and places bets throughout the season.

Needs

– Luca comes from a wealthy family, which explains how he has enough money to attend every Grand Prix
– His influx of money also allows for plenty of high bets to be place
– His family is. Hoping that his bets will be successful instead of being a huge waste of money

Challenges

– Placing bets that are consistently unsuccessful
– Not being able to tell which team will succeed based on past season performances
– Your favorite team doing poorly throughout the season

Opportunities

The dashboard will assist Luca in being able to make educated bets. Since he grew up watching Formula 1 he will be able to coherently understand the data presented on the dashboard. This way he will be able to look at trends presented in the forms of graphs and place bets accordingly. Also, he will be able to filter the data to focus on his favorite team, Ferrari.

Engineer

James Allison

Key Attribute

James is the lead engineer for the Mercedes Formula 1 team. After missing the podium last year, he is frustrated and wants to use data to perform better this year.

Short Description

James is highly intelligent and qualified for his role. He designs the car each year. A faulty car results in a poor performance for the season. He has a huge role in the team's success. No matter how good the driver, a poorly designed car will not beat a mediocre driver in a faster car.

Needs

James is using the dashboard to have an advantage over competitors. He will be able to look at his competitor's successes and his failures in the data and see what worked and what did not.

Challenges

A unique part of F1 is the fact that the teams have to design an entirely new car each year. This can be extremely frustrating for teams if they were promised a successful year with great drivers and then the car is the ultimate reason they do not do well throughout the season. A lot of pressure is on the team's Lead Engineer.

Opportunities

The dashboard can address the struggles of a lead engineer by being able to show them trends of when teams were successful, specifically his own. He can use this information when designing the next season's car. He will be able to answer the questions: what worked well and what didn't?