

# Persona for Will joyner betting app product

By Michael Campbell

Will and his 1 husky have been living in his apartment for 2 years now. He wants to be able to afford his own house and at this rate it will take him another 2 years. Will is trying to figure out a new way to make money faster.



He talks to his friends and family about a new way to earn money and his friend suggested betting apps.



Will was first couraged to try nfl betting apps but that was too bland for him. He liked college teams more.



Will then got introduced to University betting and was instantly hooked.



He started making money on the first few bets and from there on his start begins.



# Storyboard

Tyler Misyak



McKenzie works at McDonalds and lives alone in a college dorm. McKenzie is depressed because she is afraid she will work a 9 to 5 her entire life.





McKenzie is not like most twenty one year olds.  
She has actually been saving up her money  
since she was ten. Mostly because she has no  
idea what to spend her money on.



McKenzie tells her best friend, Jordan, her fears and Jordan suggests that she downloads the “University Betting” app so that she can spend her money on something that could potentially make her rich.



McKenzie downloads the “University Betting” app.



McKenzie places her first head to head bet with her friend Jordan and wins.



Influenced by her past success in betting, McKenzie decides to bet a ton of her money on her college football team, head to head, against somebody who bet on the opposing team. She ended up winning!



With the money she made from the “University Betting” app, McKenzie decides to quit her McDonald’s job.

# Storyboard By

## Robert

## Chambers

Jack has always had a love for sports, and has been to countless games in his life, along with spending many weekends watching football.

After he got married and started a family, he didn't have enough time to keep up with sports like he used to when he was single because he became family focused.







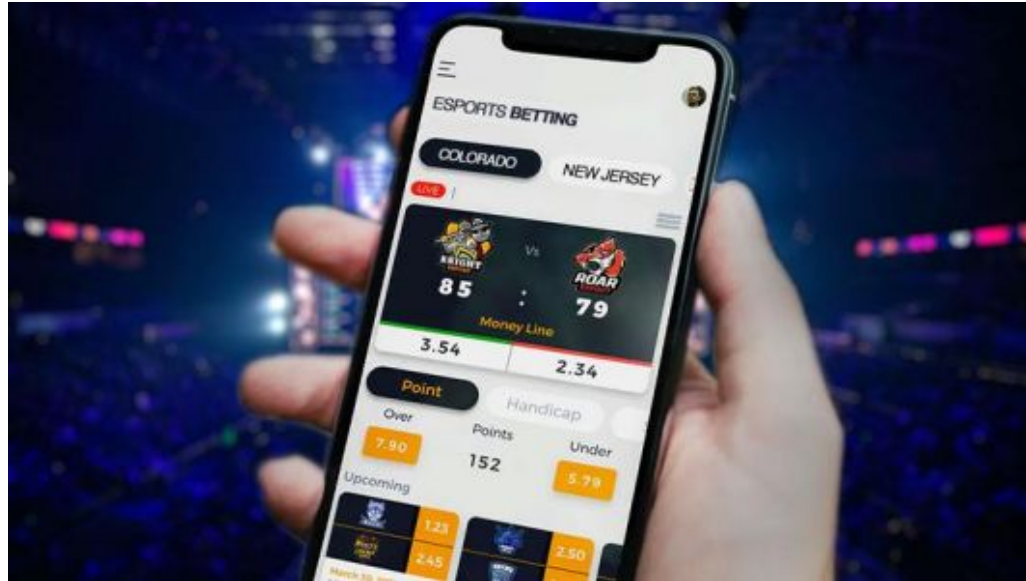
Jack has always loved sports, but he has never been able to get into betting because he hasn't found a betting service that he likes and trusts.



While he would like to start betting, he is very cautious with his money and does not want to use a service that he does not trust with his money.



Once Jack found out about University Bets, he wanted to try it because he thought that it was a trustworthy site, and he also liked how it provided tips and information about betting to give a better experience.



Once he started using the app he realised that betting would allow him to make some extra money, while also doing it securely, and also not taking away time from his family like working another job.

