

## PERSONA #4

### Internal CPN Scout Jacob Harris



#### Facts:

- *I definitely own a smartphone and I don't see how any scouts could do this job without one. I'd guess 100% of scouts have a relatively new smartphone.*
- *I own a laptop that I use about half the time to take notes during games. The other half of the time I use a simple pen and paper to write notes by hand. I would imagine all scouts have either a pen and paper, laptop, or tablet to take notes about the players they see.*
- *I will do the majority of the report in the 1-3 days following the event. Typically, I watch the video and do some research on players - via phone calls to trusted contacts or internet searches - before giving my official opinion on a given player. That's why I can't do it the same day as the game in most cases.*
- *I can't do my job well without a quick, efficient way to input data/scouting reports to allow for coverage of up to 20 games per week. If this process takes too long I will spend more time writing reports than watching games, and that isn't good for anyone.*
- *In that same vein, I need an organized way to categorize and manage data for quick, manageable reference about specific players, teams and coaches. Coaches constantly call me for information about specific players, so if I can't either point them to the site and pull up some quick, reliable info then I am useless to them. Sometimes I know that I have seen a kid play, but I just can't remember him right away when I hear the name. So I need a way to pull that info up almost right away.*

**Pains/Frustrations:**

- *My most frustrating experience is when I do not have correct rosters for teams that I am scouting. I can't trust the coaches to provide accurate rosters and I can't always get them from the event coordinators. It is almost impossible to assess a player when I don't know how old he is, what kinds of grades he makes, where he goes to school, what his name is, etc.*
- *There are a growing number of college coaches who listen to what I say and trust my evaluations, but there are still a large number of coaches who do not put much faith in my reports. It is going to take more than a few correct assessments; I need a clear record of correct assessments to prove my worth as a scout.*
- *I don't have an efficient way to create reports.*
- *I need to be able to include the number of times I have seen a player, my confidence level in the assessment, etc. and I do not have a clear method for tracking that data right now.*
- *I have to watch the players in person for the first half and then put the note pad down and video the game for the second half. Not only does that mean I cannot leave the game to catch another game, but it also means I missed a lot of potentially useful film during the first half since I could not hold the camera and take notes at the same time.*
- *I don't have a way to tag videos that I upload with players names, team names, event names, dates, etc. All of this should be searchable in order to keep the database manageable and useful for reference and research about players.*
- *I don't always know who to contact for media credentials, roster packets, etc. for events. If there was a record of this info, that would help.*

**Goals:**

- *My primary goal is to do a great job assessing the players and to make a name for myself as a capable, accurate, reliable, honest scout.*
- *I don't typically know the players on a personal level, but I still want to help them get a scholarship if they are deserving.*
- *I want to make a decent salary and enjoy my work, which means I need to have proper support and technology to help make my job as easy as possible.*
- *I want to make connections with coaches on both the high school/AAU levels and the college levels. I may want to coach again at some point or possibly get a college or pro job as a scout, but I'm not sure about that yet. I just want to have those relationships to keep my options open.*

**Bio:**

- *I used to be a coach at a very successful AAU program. In fact, most of the good scouts I know have coached at least at the high school level. Quite a few have had college coaching experience.*
- *I have spent most of my life around the game of basketball and I take pride in knowing the game better and more intimately than 95% of the people in the industry. I feel like I see things on a level that most observers don't.*

- *I played basketball in college, but I was not good enough to be a star or to play professionally. Some of my fellow scouts also played in college, but 100% played in high school at the least.*
- *I am happy doing this job and really enjoy being around the game, but I don't see this as a permanent job. At some point I would like to get something that does not require quite so much travel.*

KEY FEATURE	SUBFEATURE	SUBFEATURE	SUBFEATURE
I want to be able to upload my reports quickly and easily so that the data I input can add to the site's effectiveness and usefulness.	I want to be able to track my assessments to show a record of accurate, high-quality projections of production at the next level.	(None currently)	(None currently)
<ul style="list-style-type: none"> <li>• <i>I open the website.</i></li> <li>• <i>I log in to the Admin panel via my scout/employee access.</i></li> <li>• <i>I go to the scouting report tool and begin to enter information about the players from the report.</i></li> <li>• <i>The website compares this data to previously entered data and attempts to match any players who are already in the database.</i></li> <li>• <i>I confirm or deny any potential matches. If I am not sure, I make a note for Admin to follow up and research whether the players are the same person.</i></li> <li>• <i>I look at grades &amp; test scores to factor that into my assessments.</i></li> <li>• <i>I need a break so I save my current progress and come back to it the next day.</i></li> <li>• <i>I tag the players from the report in any corresponding videos that I upload.</i></li> <li>• <i>I finish uploading the report within 3 days of the end of the event and I notify Admin that the report has been uploaded.</i></li> <li>• <i>Admin checks the report for completeness and pays me for my work if the report is complete.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>I upload my scouting report from a game/event and it has my projections for the level, productions, risk, etc. about each player.</i></li> <li>• <i>When I enter a report and a name and graduating class on the list match a player's name &amp; class in the database, the website asks me if the players are the same person.</i></li> <li>• <i>Every time I enter data and the website is able to match the player's name to a previous assessment - because I confirmed they are the same person - the site compares the previous assessment to my newest assessment and tracks the dates of each, differences, and similarities.</i></li> <li>• <i>The website can then use that data to show how the players has progressed, regressed, grown, changed, etc.</i></li> <li>• <i>As the years go by, this tracking will inevitably show how successful I am at assessing and projecting how well these players will do in college.</i></li> </ul>		

