

Elevator Pitch:

A website that will showcase and inform visitors of updates and information regarding the Lumen Christi High School Hockey Team.

Long Pitch:

This website will be user friendly so players, families and fans can access information regarding the team. The site will be primary resource for someone looking for information on the hockey team. Information will include roster, schedule, scores, and pictures.



**Bo the Player**

Player wanting to see highlights and pictures from games.



**Misty the mom**

Concerned mother, seeking information.



**Mack the alumna**

Previous player keeping up to date.

## Persona Detail

Name: Misty the mom

Descriptor: Seeking information regarding son's hockey team.

Quote: I like to keep updated with my sons hockey team, regarding the schedule, scores, pictures and more.

Who is it:

Age: 47

Location: Jackson, Michigan

Job: Full time mom

Technical skills: Basic computer skills

About: Full time mom of three and wife. Full time job, needs to keep track of her children's activities.

Goals:

Interested in keeping up to date with hockey team and keeping in contact with other parents

Attitude:

Wants quick access to schedule and updates. Wants to be able to access mobile site.

Behavior:

Misty is familiar with basic computers skills and accessing the internet on her iphone. She is not familiar with fancy websites and wants something quick that she can figure out on her own. Misty becomes frustrated when a website is not user friendly.