

1. Bob (the avid sports fan)



Bob is a 15 year-old male high school student in Toronto, Ontario who is an avid basketball enthusiast. He's currently in his first year of highschool and has aspirations to play for the Toronto Raptors, his favourite team. Bob does not like to study. He thinks that studying is boring and unimportant to achieving his aspirations. Instead of studying he spends a large amount of time on his phone. On top of this Bob often has down time between activities where he has nothing to do. While riding the bus to school, or between periods he's often browsing forums about the NBA or watching NBA clips off youtube.

With the next season of the NBA around the corner, Bob is very excited. His favourite team has acquired a new rookie and he has high hopes for his team doing well this season. He likes to discuss his hopes and faith for the team with his friends who also love basketball. He and his friends often compare their picks and predictions for the season. Bob loves it when others are wrong, so he saves their predictions and retweets them when his friends are wrong. During the entire season he's always talking about who he expects to win before matches. Bob loves to be right, and always tells his friends when he is, especially if he predicted something very unlikely like an upset.

Bob feels that his friends don't always trust his predictions. They claim that he's wrong more often than right but he has no way to prove it. This angers him, so to prove his friends wrong he spends his nights learning basketball trivia and testing himself with flash cards. When any disagreement with his friends comes up, he proudly tells them the correct answer. To gain more credibility and insight, he's self teaching himself pandas and numpy (python libraries) to analyze statistics to come up with stronger arguments to his friends.

Despite his competitiveness, he's very popular with many close friends who share the same interests. He's often tweeting his thoughts, his research and analysis and people love it. His friends often retweet them or send him clips or random posts related to basketball. Bob and all his friends tend to be disorganized but do have some structure to their lives. They always play Among Us at 5 pm together and they always watch every regular season game of the Raptors together.

2. Mary (the sports analyst)



Mary is a 40 year-old sports analyst at CBC and a basketball lover. Her favourite team is the Toronto Raptors and her favourite player is Fred VanVleet. As part of her work, she needs to make predictions on which team will win the upcoming NBA season, how well each team will do overall and which players or coaches will get traded. As a person whose work is being read by many people she must be careful and precise with her predictions. This is compounded by the fact that many of her readers/viewers are teenagers who don't read her entire article. Mary is a mother of 2 with a mortgage that is not paid off yet. She cannot afford to lose her job.

Her work is stressful but the part of her job that causes her anxiety is that a few poor predictions in a row and her reputation is shattered. People who read her articles are unable to see the reliability of her predictions over a large span of time, they instead resort to sending hate messages whenever she is wrong. She wishes she could have some kind of rating that would prove to others that on average she is an excellent analyst.

Mary is on twitter, because she loves fan interaction so she can retweet memes and jokes. She also loves to support her favourite teams so she's always retweeting every tweet the Raptors make. To also gain a larger brand and following for herself she's often tweeting out her analysis and predictions. Many teenage boys follow her and often reply to her about how "stupid" she is when they disagree. These people don't read or understand Mary's analysis and Mary knows this. Mary loves to discuss basketball with others but wishes she could filter out people who are of similar skill level to her so that she can have an intellectual debate with them.

In her personal life, Mary is mother to two 17 year-old-kids, Abe and Joe, as well as wife to John. All four are basketball lovers and they love discussing and debating about basketball stuff at the dinner table. Both Abe and Joe have received a basketball scholarship for university. Whenever they all have free time, they watch basketball games together.

On the way to and from work, Mary often tunes in to sports news to catch up on the latest developments. At work, Mary and her colleagues talk about the upcoming NBA season over breaks and lunch time.

3. Alan (the new fan)



Alan is a 45 year-old software developer at Amazon and a father to two kids, who both just went to university. Because Alan was usually busy with his work and taking care of his two kids, he didn't have much personal time. Now that both of his children went to university, he has a lot more free time but he doesn't know what to do. With the next NBA season coming up, friends and coworkers suggested to Alan to watch some old basketball games to see if he enjoys it. As Alan is new to watching basketball, he's a little confused on the rules and procedures.

Alan works downtown so he needs to take the subway to work. Alan used to read books on his way to work, but is trying to spend his time learning about basketball. During this time he's often reading random facts about basketball and looking at past seasons so he can get an understanding of who to root for. He gets all his information off wikipedia, but it's very overwhelming. He wishes he could have an easy way to learn about basketball on his way to work. He wishes he could have an understanding of what most people are thinking about certain teams or players at any moment.

At work, Alan starts to talk about basketball with his colleagues and sometimes debates with them over which player and which team is the best. But who does Alan believe? All of his colleagues make what sounds to be strong arguments, but his inexperience is holding him back on who to believe. He wishes there was a way to check the credibility of their claims and to see how many others agree with his colleagues.

Now that Alan lives alone, his drive to fit in with his colleagues and to find his place at work is very high. He spends his weekends pulling large datasets and analyzing trends and statistics of players. He starts to realize that his background of data science is helping him understand trends that have been happening. He's becoming a very good analyst but he has no place to get validation. His colleagues love basketball but aren't as good with numbers as he is. He could post his analysis on twitter, but he knows that most of them would be young teenagers who would not be able to interpret his findings. To this day Alan searches for validation in his analysis.