

EDUCATED GUESS  
ASPIRATIONAL  
ACTUAL

## NAME

Use a realistic name. Don't use names of colleagues.

Cooper Manning

## DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

Football playing maniac, no one wants to start a game more than him

## QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

"I'm always trying to start pick up games, but my friends shoot me down 90% of the time"

"One time I threw a pig skin a quarter mile... you can believe that"



## WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

Cooper is a 26 year old, former division 4 highschool quarterback. He believes firmly that if coach would have started him, they'd have been state champs. He currently works as in the athletic department at Michigan State, managing equipment and praying for some kind of bizarre technicality where he might see the field. He wants to stay involved in the sport. So, in his freetime he often starts pickup games on the app. It fills a void, and he quits immediately if someone else challenges him for the starting role. He's earned it, he claims, based on the offseason work. He throws footballs through little tires hanging from a tree outside his mid-sized apartment complex 3 hours a day. Hasn't missed a session in years.

## WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?

We want people who are very into sports, and want to start pick-up games in their community often. Most people determine their favorite sports in highschool, and they tend to stick for life. This shows the desire in all of us to do an athletic activity that we're skilled in, and let out your inner Cooper Manning.

## WHAT ATTITUDE?

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

There are large subsets of People that are consistently trying to play specific sports and get exercise in a semi organized way. However, consumers often dont want to commit to organizing a game themselves, or joining local leagues. Cooper Manning is motivated by our pick-up games app, to start a football game & relive the glory days

## WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media).

What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

Cooper is the ultimate gamer. As competitive as they come, with a scathing hatred of losing. The dude comes to play. He also has an EXTENSIVE knowledge of the rules, and isn't afraid to use technicalities to his advantage. Once, during a co-ed pickup game at the local park, he threw a self imposed late flag on a 17 year old girl after she sacked him by "diving at the knees". "The NFL is really starting to call those" he shouted while advancing the ball 15 yards forward, "have to protect the stars of the league. You understand."

Cooper is also an avid social media user, and uses his large following to his advantage. He advertises when/where games will be, hoping for additional participants. Sometimes, if he's having a hard time filling up roster spots, he'll start posting controversial statements, in hopes of getting disgruntled followers heavily invested enough to show up. He would start an argument, sometimes switching sides halfway through. "Let's settle this on the field. See you there" would always be his sign off.

Which Trends, mindstyles or other indicators are applicable for this persona?

HE also loves other widely accepted sports. Soccer, Baseball, etc.

How important are functional, emotional, expressive benefits.

Very important. Cooper is an emotional guy, and emotions are a part of sports.

Fast or slow decision maker? Why, how can you tell?

As fast as they come. He'll have the ball in receivers hands before they look for it

Decisions made on facts or emotion? Why, how can you tell?

Facts only (and defensive playbooks)

