

# User Personas

Gain a more complete understanding of the users we're building for.

## Michael Thompson

Users are soccer enthusiasts as they attempt to organize and participate in pick...



### Quote

"Soccer isn't just a game; it's how I connect with my community after a long week."

### GOALS AND NEEDS

I want to join organized games that fit my schedule effectively.	Access real-time updates on game changes and cancellations.	Easily share game invites with friends through seamless integration.	Have a centralized platform for finding and booking fields according to price and quality.	Seek detailed feedback from coordinators post-game to build skills further.
Manage joint expenses efficiently through shared payment functionalities.	Find a balance between casual pickup games and structured league formats.	Connect with diverse players to enhance my understanding of the sport.	Enjoy consistent communication with other players via preferred methods.	Receive notifications alerting me of low slots in popular games I frequent.
Add your text	Add your text	Add your text	Add your text	Add your text

### TASKS AND ACTIVITIES

Search online for nearby soccer fields and their reservation status.	Create a mini-group chat to coordinate weekly games.	Review and respond to invitations for upcoming matches.	Check player profiles to gauge skill levels before forming teams.	Track attendance and performance over time using an app.
Invite friends seamlessly with personalized messages or links.	Monitor weather reports to decide if a game should happen as planned.	Register quickly for tournaments or themed soccer events.	Negotiate field costs and negotiate with venue owners.	Post updates on social media regarding confirmed game schedules.
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### CHALLENGES AND PAIN POINTS

Finding suitable fields that are available at convenient times is tough.	Communication breakdown often happens between players leading to missed opportunities.	Balancing work and family commitments while trying to play soccer is challenging.	Inconsistent attendance among players creates unbalanced teams sometimes.	Difficulty accessing uniform cost-updates prevent budgeting for participation.
Lack of visibility into field conditions affects whether to attend.	Complicated registration processes deter new players from joining games.	The pressure to succeed may cause anxiety rather than enjoyment during games.	Outdated contact information making coordination much harder than necessary.	Long travel distances discourage attending games outside one's neighborhood.
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### TOUCH POINTS AND CHANNELS

Local sports community boards or websites.	Mobile apps dedicated to pickup games.	Social media groups related to local soccer leagues.	Word-of-mouth through friends and teammates.	Sports event listings on community centers' sites.
Email newsletters focused on local athletic activities.	Text messaging for last-minute updates from group members.	Online forums dedicated to discussing soccer logistics.	YouTube channels providing tips on organizing friendly matches.	Fitness trackers and apps showing personal stats after each game.
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### ATTRIBUTES AND THOUGHTS

I enjoy soccer as a way to relieve stress and connect with others.	I wish I could find better-organized games that match my skill level.	I'm excited when there's an opportunity for competitive play itself leads team formations.	It's frustrating when I can't get information about game availability in time.	I value community engagement because it enhances the whole playing experience.
It would be great to easily invite friends without sharing multiple links and details.	Sometimes, I feel overwhelmed by the various platforms used to organize games.	Participating regularly helps me improve my skills and fitness levels.	Connecting with players of different backgrounds enriches the game for everyone involved.	I hope for more inclusive spaces where all skill levels are welcome.
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