User Personas

Persona

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

Michael Thompson

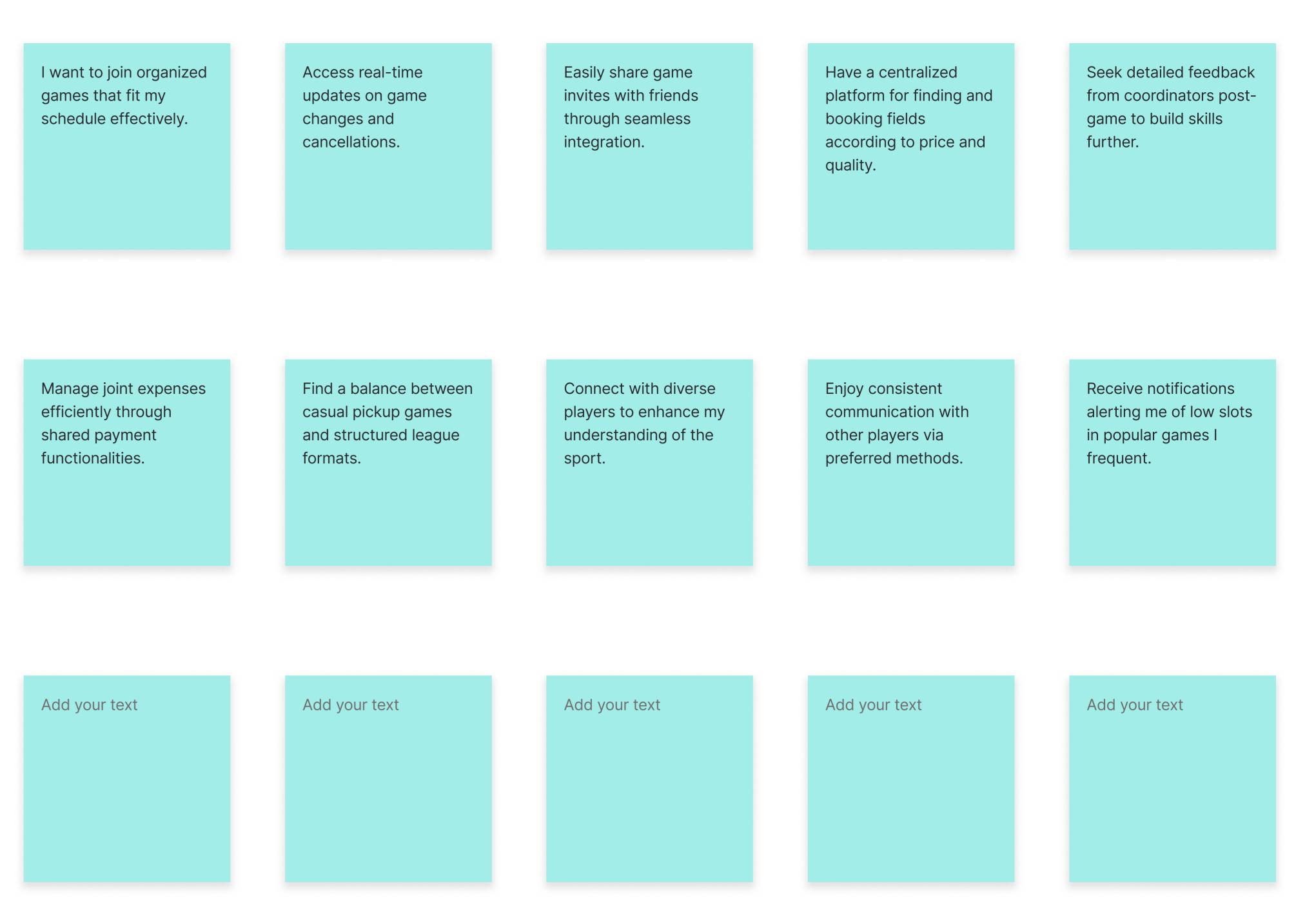
Users are soccer enthusiasts as they attempt to organize and participate in pick...



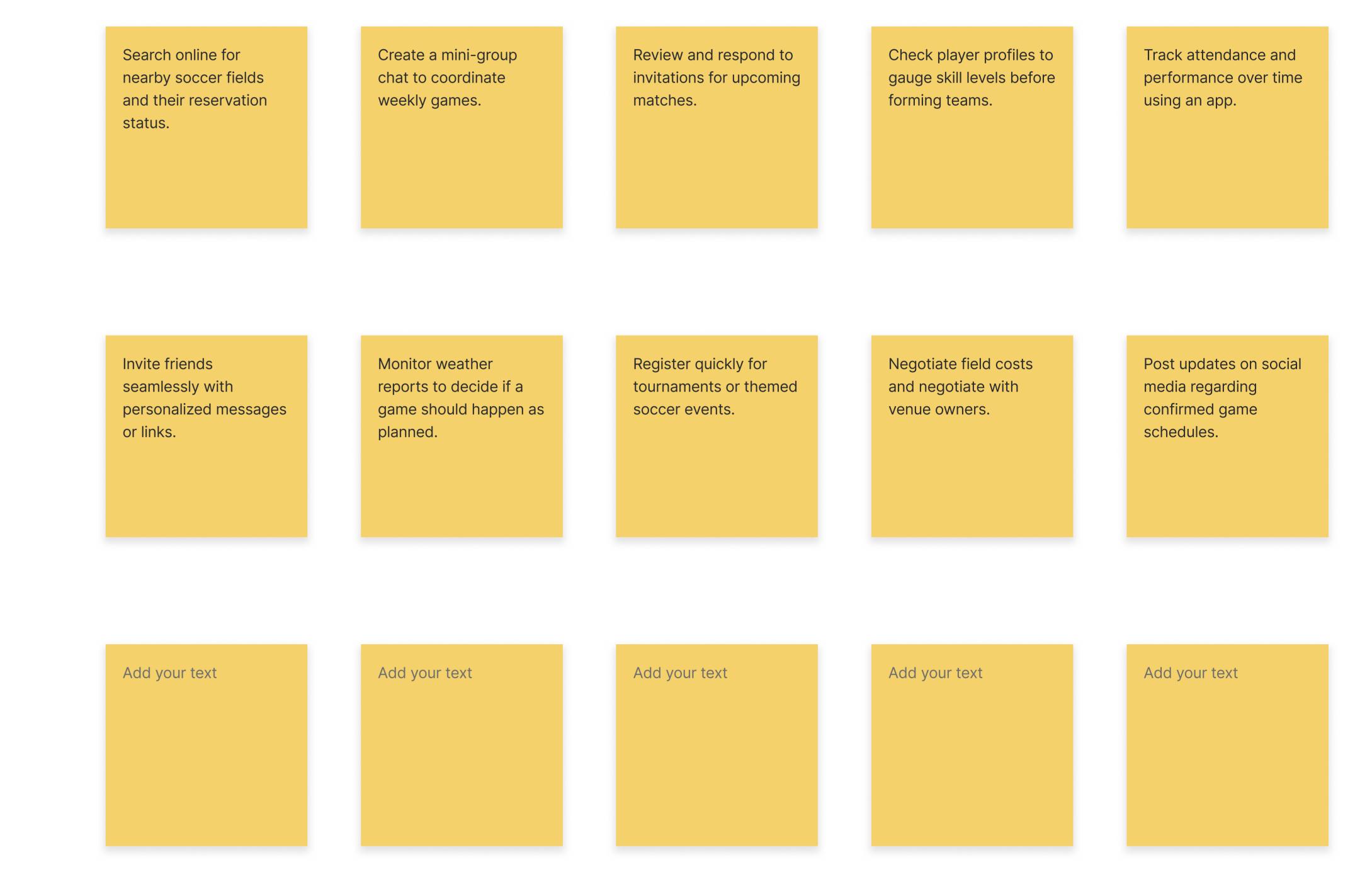
Quote

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



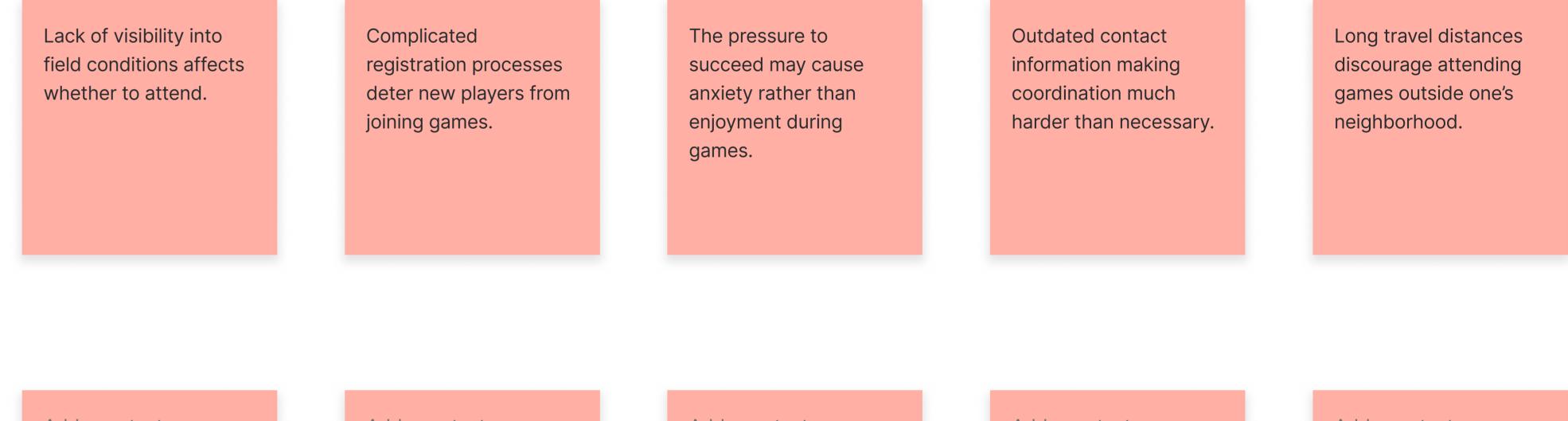


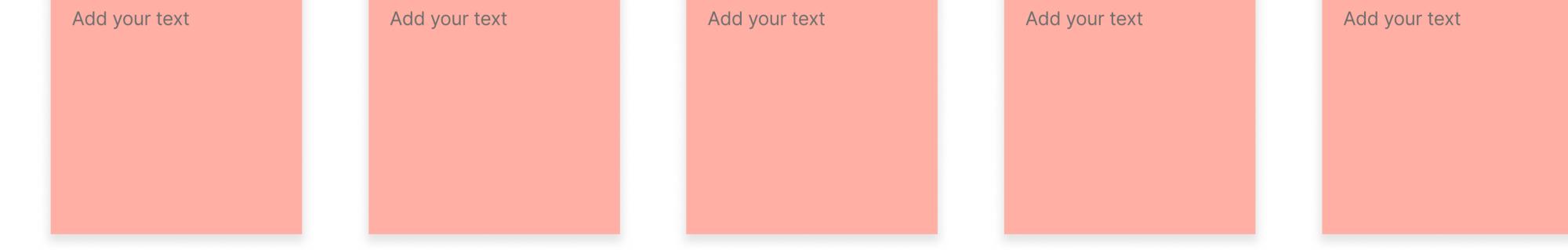
TASKS AND ACTIVITIES



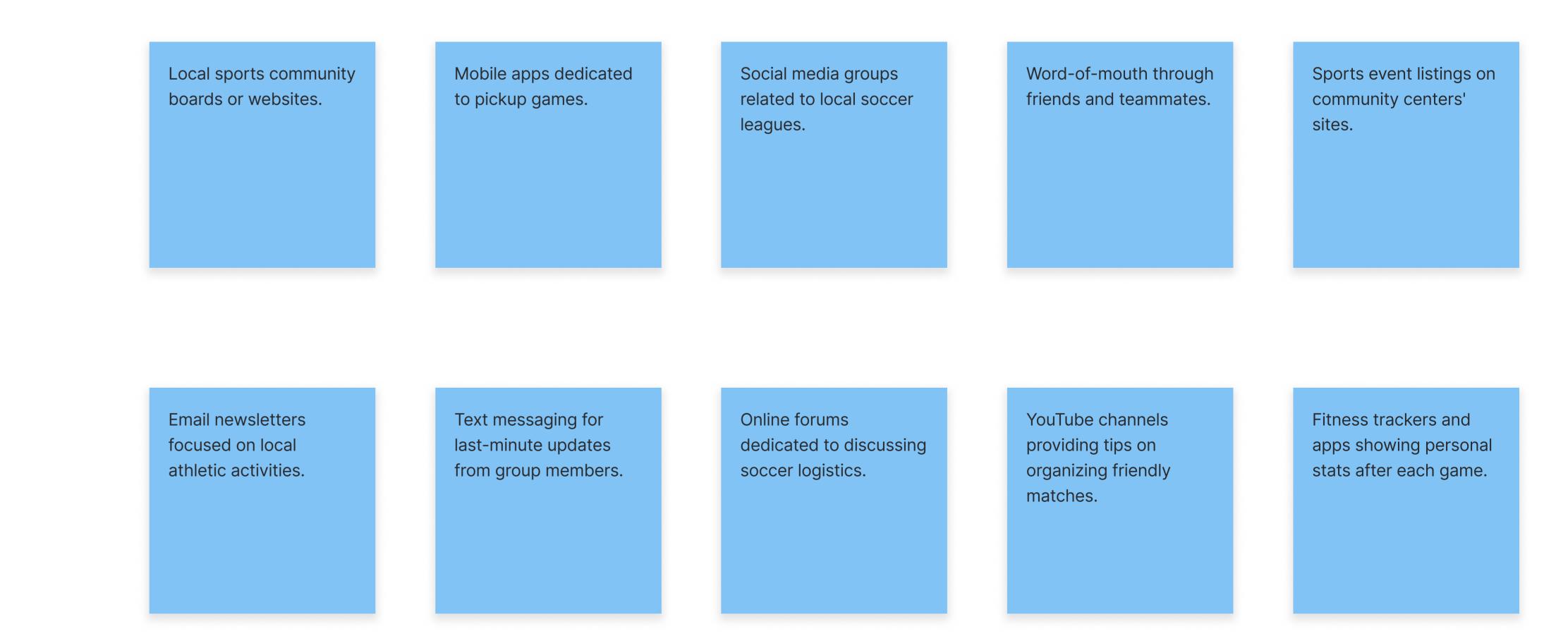
CHALLENGES AND PAIN POINTS

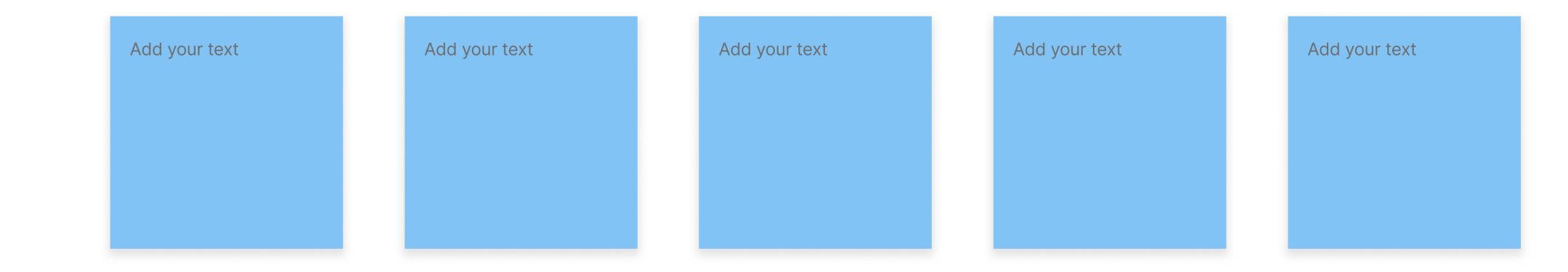
Finding suitable fields	Communication	Balancing work and	Inconsistent	Difficulty accessing
that are available at	breakdown often	family commitments	attendance among	uniform cost-updates
convenient times is	happens between	while trying to play	players creates	prevent budgeting for
tough.	players leading to	soccer is challenging.	unbalanced teams	participation.
	missed opportunities.		sometimes.	





TOUCH POINTS AND CHANNELS





ATTRIBUTES AND THOUGHTS

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

