

Sports consuming habits

Will is a die hard sports junkie who takes every chance to acquaint himself with sports knowledge. He is checking in with resources and friends from whatever technology is available to him, multiple times a day, most every day.

Demographics

- 26 years old
- Single
- Urban
- High technical ability
- Erie CC alumni, NYC native

Lifestyle

INFLUENCE & CONTRIBUTION



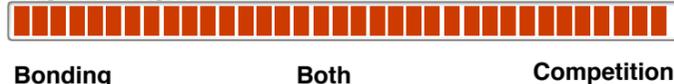
TIME COMMITMENT TO SPORTS



ATHLETIC BACKGROUND



MOTIVATION



Will (priority 1)

Influential Athlete



Will is constantly engaging in sports content by visiting websites as well as using mobile sports apps when he's not at home. Since he is always connected, his sports engagement can start in many different places, depending on what time of day it is, where he is and what he is looking for. If the story is really good, or is major news, he'll share it with his group of friends, usually via Facebook, but may also use email or text. His motivation is to be the guy with the most sports knowledge... "all I wanna do is win". As a former college athlete, Will is also interested in keeping up with past teammates and knowing how the current team is doing.

The only thing that is missing in his experience is the "social media" aspect. If Will could interact and compete with friends even more online, he would. He would also love to hear more about the everyday life of professional players, and getting the back story.

Goal

To know everything I can about the world of sports, and find new ways to compete and interact with my friends around what I've discovered.

Needs

- Up to date, unbiased and relevant sports content.
- Interaction with my core groups of friends around the content I am consuming in real time & whenever.
- A competitive aspect that allows me to compete against both my friends and others.
- Ways to share the content that I am consuming.
- A sports identity to show others what kind of fan I am, and to help me find others like me.
- Stay up to date with and view information on my past teams.

Tasks

- Consume the content that meets my needs.
- Share good content or major news, with a mass group.
- Compete with my friends on sports knowledge or other sport related topics.
- See what content my friends are viewing as well as what games they are watching in order to interact more.
- Create and maintain my sports profile online, including adding past team information.
- Ability to view other people like me and connect/interact with them.

"All I wanna do is win."

Experiences & Usage

SPORTS EXPERIENCES

Will played football both in high school, but also at the college level. He is a huge fan of almost any sport, leaning more towards the NFL and his 49ers. He plays ESPN fantasy football with his friends, and once in awhile goes to live games.

TECHNOLOGY USAGE

Will uses every device he can to stay up to date. He tends to use his phone mostly for scores, schedules, injury updates, and news... basically for whatever he needs to know when not at home. He'll use a tablet or pc when they are available, and will usually lean towards his pc to manage his fantasy teams.

Psychographics

SPORTS INTERESTS & VALUES

Will is interested in having a broad sense of sports knowledge ranging from all the major league sports as well as the main college sports. He also likes to hear about other major stories in other sports that he doesn't follow as closely.

SPORTS ENVIRONMENT

Will could be anywhere when it comes to sports. He consumes content and watches games alone, but also will watch games at a bar or at his friend's place. He likes to go to live games every once in awhile as well, depending on the location, ticket price, who is playing and who is going with him.

SPORTS RESOURCES

Will uses ESPN (TV), ESPN.com, NFL.com, Yahoo sports, ESPN mobile apps (ScoreCenter, ScoreCenter XL) to stay in the know. For him, the resource needs to be consistent, have a break on news, accurate, unbiased and have a clean layout for him to return.

Sports consuming habits

Will is a die hard sports junkie who takes every chance to acquaint himself with sports knowledge. He is checking in with resources and friends from whatever technology is available to him, multiple times a day, most every day.

Demographics

- 26 years old
- Single
- Urban
- High technical ability
- Erie CC alumni, NYC native

Lifestyle

INFLUENCE & CONTRIBUTION



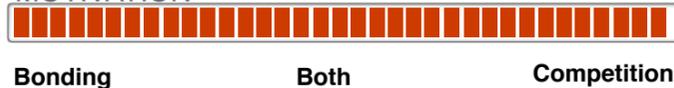
TIME COMMITMENT TO SPORTS



ATHLETIC BACKGROUND



MOTIVATION



Will (priority 1)

Influential Athlete



Will wakes up and checks his phone, as he normally does, to see if there are any updates in the world of sports. He notices an alert from Fanlime.com about a breaking news story in the NBA. He opens it up, knows that it is something that is major news, so shares it with friends by using the “break this story” feature on Fanlime. He gets a message that he is the first person to break the story on Fanlime, and that he has been awarded 100 Fanlime points. “Sweet”, Will thinks, “I knew I would be the first to break this. I’ve been first on my group’s leaderboard for a week straight, and am 4th on Fanlime overall!” Breaking the story, immediately shares the information with Will’s group.

After ensuring that there are no other major news stories or team stories that need his attention, Will gets up and gets ready for the day. Before heading out to work, Will sits down at his computer and opens up Fanlime. Looks like Jim has commented on his news break. “Nice, got him again” Will thinks. Will quickly checks through all his team news, updates, and stats, as well as his Fantasy information. “Oh wow, Steve is planning on checking in for the 49ers game tonight, you know I am there”, and then Will plans to “attend” the game via Fanlime. He predicts the 49ers will take it by 13.

It also looks like Will has 2 new fan notifications. “Look at that, two other 49ers fans want to connect with me. I’m always looking to interact more.” so Will accepts their requests to connect on Fanlime. He also notices that he has misspelled his university name on his profile, no wonder why none of the other players have found him. He updates his information, and sees a bunch of other past teammates have also signed up via Fanlime. “Sweet, now we can stay in touch, and I can see team news!”

Before closing the site for the day, Will notices that his friend Jason is reading a story on the upcoming NFL week that he didn’t notice. He better catch up on that so that he can talk trash with Jason later on. Will shuts down his computer and goes about his day.

"All I wanna do is win."

Sports content consuming habits

Phil spends a lot of time staying up to date on sports. Usually he is either watching sports news on TV or getting it via the web, although he will use his phone to check scores now and then. Phil checks in a couple of times a day, and leans towards both stats and well written articles.

Demographics

- 30 years old
- Engaged
- Urban
- Medium technical ability
- Oberlin alumni, Ohio native

Lifestyle

INFLUENCE & CONTRIBUTION



TIME COMMITMENT TO SPORTS



ATHLETIC BACKGROUND



MOTIVATION



Phil (priority 2)



Influential Non Athlete

For Phil, engaging with sports is about acquiring knowledge and facts around both the teams he loves and in general. Phil loves to watch sports games both in person, and at home or in a bar, and usually has another sports fan(s) with him to talk about the game. In fact, in person is where the majority of his sports interaction occurs. To Phil, it's about bonding over a love for the game, though he'll sneak in a few jeers to friends. His sports consumption usually starts on the web, which he visits several times a day to stay up to date and leisurely read about sports. Phil describes his sports identity as loyal and "a fan, not a fanatic". He likes to write his opinion on sports, and aims to be a regular contributor. He also comments and reads through other comments in order to get a holistic fan point of view.

Since Phil is looking to submit more of his content, having a place to do so would be extremely helpful. Also, since he is interested in what other fans have to say, he's love to see more fan comments, and more fans like him highlighted.

Goal

To be as up to date as possible, including news stories, stats and sports history, while being able to share my opinions with my friends and the sporting world.

Needs

- News that is local as well as top news in sports.
- Venue to share my thoughts and opinions on sports.
- Wide range of well written, accurate, and fact filled content across sports.
- To see what my team and rival teams are facing on game day (stats, news, etc).
- Recommendations on sports contacts based on my identity in sports.
- An identity that showcases me as a fan (timeline of interests, milestone moment, etc).

Tasks

- Consume relevant, up to date, and well written content.
- Publish opinion articles on a particular topic in sports.
- Consume both local and national sports content.
- View top user comments.
- View relevant game day information for my team as well as rival teams.
- View others like fans sports identities to connect.

"I want to know all I can, and then give my opinion on it."

Experiences & Usage

SPORTS EXPERIENCES

Phil has played sports since he was a kid, but never at a very high competition level. He is an avid Cleveland fan and loves just about every major league sport as well as NCAA football and basketball. Phil loves to go to live games of pretty much any sport, and will go even on a moment's notice, usually with friends.

TECHNOLOGY USAGE

Phil isn't a huge technology guy, but does consume the majority of his sports content via the web. He will use his phone a couple of times a week to check scores and stats as well.

Psychographics

SPORTS INTERESTS & VALUES

Phil is all about the purity of the game and sports history. He loves teams that represent his home town, and players that represent the "old-time" characteristics of the sport. He might be called a sports purist, who heavily values sport content that is well written, fact based, and really says something.

SPORTS ENVIRONMENT

Phil is usually watching a game with friends either at a bar or at an apartment/house. When consuming additional content he can be found on his laptop at home, or at work, and from time to time will check stats on his phone.

SPORTS RESOURCES

Phil uses Yahoo and ESPN for stats and stories, as well as Grantland.com for stories. He might catch SportsCenter now and then, and occasionally uses the ESPN mobile apps to check scores. He uses Google search during his fact finding missions especially for content that is not readily available. For him the resource has to be well laid out, easy to navigate with writers that have something to say for him to return.

Sports content consuming habits

Phil spends a lot of time staying up to date on sports. Usually he is either watching sports news on TV or getting it via the web, although he will use his phone to check scores now and then. Phil checks in a couple of times a day, and leans towards both stats and well written articles.

Demographics

- 30 years old
- Engaged
- Urban
- Medium technical ability
- Oberlin alumni, Ohio native

Lifestyle

INFLUENCE & CONTRIBUTION



TIME COMMITMENT TO SPORTS



ATHLETIC BACKGROUND



MOTIVATION



Phil (priority 2)



Influential Non Athlete

Phil has some down time at work, and since he is in front of his computer, he decides to get up to date with the world of sports. He goes to Fanlime.com first to see if anyone has commented on the latest MLB opinion piece that he posted last night. “Looks like it’s gotten 25 views!”. “Oh and look there, by sharing the piece, I’ve gotten 30 fanlime points”.

Next, Phil decides to see what writeups have been created regarding the Browns Sunday showing. They lost to the Titans and Phil could not be more upset. He watched the game at Kristen’s house yesterday, and of course her team had to win. Still on break, Phil goes back to his overview in sports view, and sees that 5 people have commented on a Philadelphia Eagles article. “This must be an interesting read.”, he thinks, so he gives it a go. “Oh and look here, my favorite writer on Grantland.com has posted an article, I should check this out.” After reading the article, Phil goes back to work.

Later on that night, Phil is doing his nightly checkin with sports. Fanlime, again, allows him to view all the information on his teams, all top news, as well as news and articles from his favorite authors. He notices that he hasn’t updated his sports library card in awhile, and it is only 75% complete, “that can’t be right!”. So Phil goes to his profile information, and updates the last games his watched this NFL season, that way other fans can see how caught up he is. He is recommended 3 new Cleveland natives to be fans with, and sends each of them an invitations to connect. One of them is even based in his city! Maybe they can check out a game together.

That Friday, Phil checks in with Fanlime and switches to game day view where he can see all the relevant game day information for his Browns as well as for their rivals. This is going to be a hell of a football Sunday. After being fully updated, Phil goes out to meet friends for dinner and see if anyone wants to meet for an afternoon of football later on that weekend.

"I want to know all I can, and then give my opinion on it."

Sports content consuming habits

Andrew is a big sports fan and tries his best to stay up to date on all recent sports as well as the teams that he has been on. He does this by checking out his favorite websites during down time, as well as using his phone to check stats, news, injury updates and more.

Demographics

- 24 years old
- Single
- Urban
- High technical ability
- Fordham Alumni, New Jersey native

Lifestyle

INFLUENCE & CONTRIBUTION



TIME COMMITMENT TO SPORTS



ATHLETIC BACKGROUND



MOTIVATION



Andrew (priority 3)

Athletic Fan



Andrew's goal is to consume both recent top news as well as unique and local content in order to stay informed. He mostly watches sports with friends, and is interacting face to face in real time as well as on the web by sharing content via Facebook. His talks with friends tend to be competitive... "my team is better than yours", but are also used to bond over sports. His sports identity is that of a competitive athlete and a die hard, loyal fan but someone who is not overboard.

What's missing from Andrew's current day sports experience is a better way to stay up to date with past teammates and team news. He is also looking for more content that unearths a players back story and gives a deeper team point of view. Lastly, he wants a faster, easier way to upload and share content with friends. Andrew would love to see what friends are viewing, and is open to be guided with a "what to look out for in sports today" point of view.

Goal

To accrue as much recent & unique sports knowledge as I can so that I can stay up to date and know more than my friends while keeping in touch with my old teammates and following my alma mater.

Needs

- Up to date, unique, accurate and hard to find content.
- A faster, easier way to share content with his friends.
- A way to stay in touch with old teammates and up to date with current team news.
- To view what my friends are seeing around sports.
- To know more about who a professional athlete is as a person in their everyday life.
- A view into "what to look out for" in sports today, this week, etc.
- A competitive aspect that allows me to interact with my friends.

Tasks

- Consume up to date, local, and/or hard to find content.
- Quickly and easily share unique and or local content with friends.
- Compete with my friends on sports knowledge or other sport related topics.
- See what content my friends are viewing as well as what games they are watching.
- Create and maintain my sports profile online, including adding past team information.
- View current team news.
- Connect and interact with past team members.

"I want insights that I can't normally get."

Experiences & Usage

SPORTS EXPERIENCES

Andrew has been an active athlete since he can remember. He's played at a competitive level in high school, college and beyond. Andrew is a huge Philadelphia fan, but watches all major league and college sports, sometimes to stay up to date on what other teammates have accomplished. Andrew takes the time to go to live basketball and baseball games whenever he has the time to plan it.

TECHNOLOGY USAGE

Andrew is extremely comfortable with a high level of technology. He has had a smart phone for years and uses it pretty much whenever he isn't around a desktop to look up stats, scores and breaking news; which is at least once a day.

Psychographics

SPORTS INTERESTS & VALUES

Andrew wants a deeper view on sports. As an athlete he is aware that athletes are not just players, and teams not just teams, but that there is always a backstory. He is a loyal fan to his past schools and local teams, and is always looking to keep up to date on these topics as well as top news.

SPORTS ENVIRONMENT

Usually, Andrew is found either watching a game in his apartment with friends or maybe on his own when friends are unavailable. When consuming content Andrew can be found just about anywhere that his phone has a data connection, as well as at work during downtime.

SPORTS RESOURCES

Andrew keeps up on sports using Phillies.com, ESPN, SB Nation, Twitter and ESPN apps like ESPN Fantasy Football. Since he is always looking for deeper content and the athlete perspective, he uses Twitter to follow specific athletes and teams. Andrew wants the best up to date content both local and national and a large breadth of high quality content out of a resource.

Sports content consuming habits

Andrew is a big sports fan and tries his best to stay up to date on all recent sports as well as the teams that he has been on. He does this by checking out his favorite websites during down time, as well as using his phone to check stats, news, injury updates and more.

Demographics

- 24 years old
- Single
- Urban
- High technical ability
- Fordham Alumni, New Jersey native

Lifestyle

INFLUENCE & CONTRIBUTION



TIME COMMITMENT TO SPORTS



ATHLETIC BACKGROUND



MOTIVATION



Andrew (priority 3)



Athletic Fan

Andrew starts his day off by checking out any sports alert updates via his phone on his way to work. He notices, via his Fanlime alerts, that there is a new article from his hometown sports team, so opens it up and takes a read.

Later on that morning, Andrew finds himself with some downtime at work, so he visits Fanlime.com to see what other information he can accrue in the world of sports. He sees that Michael Vick has posted a tweet regarding his performance in last night's game, oh and it looks like there is an article from <resource name> that gives him the point of view from Vick himself. That is definitely a gem. He reads the article and shares it on Fanlime. Sharing it on Fanlime gives him 50 more points... awesome. He's got 75 points to go before he moves up another level. It shouldn't take him too long to get that. Now let's hope his friends read the article or he loses his points.

Since it's Monday, it looks like the prediction challenge for Monday Night Football is up. Andrew picks the Lions and sees that 4 of his friends are with him. He went 5 - 0 in yesterday's challenge which launched him to the top of his group. Perfect. Oh, and it looks like Gary is going to be watching tonight's game from Third and Long. Andrew might actually be able to head over there to watch it, so he plans on "attending" the game via Fanlime to receive any updates in case Gary changes his plans.

He notices an update by one of the current Fordham crew members regarding their performance in the last meet. Looks like they could use some help, he'll have to talk more with this kid later on to provide some tips and advice. He also sees that 3 more Fordham alumni have reached out to congratulate him on his US National team status. It's great to be able to keep in touch with old teammates. He updates his sports library card with his latest practice time so that the other guys can see where he is at.

On his way home from work, Andrew gets a notice that his old high school crew coach has retired. He sends him an email congratulating him on his efforts, "Wow, that's quite a loss for the team." he thinks. Andrew gets on the train towards Third and Long to meet Gary for the game.

"I want insights that I can't normally get."

Sports content consuming habits

Jooyoung consumes some type of sports content each day. He is an avid Fantasy Football player, so is always looking to keep up on his team via TV, the web, and his mobile device. He is connecting with web and mobile content several times a day in order to keep up to date.

Demographics

- 26 years old
- Single
- Urban
- High technical ability
- Villanova alumni, Philadelphia native

Lifestyle

INFLUENCE & CONTRIBUTION



TIME COMMITMENT TO SPORTS



ATHLETIC BACKGROUND



MOTIVATION



Jooyoung (priority 4)

Non Athlete Fan



Jooyoung needs to be informed to keep up with friends as well as his fantasy teams. He is looking for up to date, accurate content relevant to his teams. He usually starts at his desktop or phone by looking up breaking news, scores, stats, and injury reports. He tends to watch games with his friends, and attends at least 2 live games a year. During games and not, the interaction is competitive often trying to prove that one person's team is better than the other. Jooyoung is also interacting via Gchat and SMS when friends aren't in person in order to keep the competitive trash talking lively. Sometimes, if an article is interesting, he'll share it via Facebook. His sports identity is fan through and through.

Missing from Jooyoung's sports experience is the ability to customize and personalize the content that he sees. He would also be interested in finding friends and rec players like him.

Goal

To be well informed of ongoing sports knowledge so that I can discuss and argue it with friends as well as keep tabs on my fantasy team.

Needs

- Content that is up to date and relevant to my teams.
- Ability to find like fans and local rec athletes.
- Customize and personalize my content and any alerts and updates.
- A competitive aspect that let's me challenge my friends in sports knowledge.
- Real time ability to share content with my friends.
- Ability to share non-live content with my friends.

Tasks

- Consume up to date and relevant content.
- Find fans and other rec athletes around me to interact with.
- Receive personalized updates on the teams and sports I follow.
- Customize my content.
- Compete with friends on various sporting topics.
- Share content with my friends in real time or whenever.

"It's fun to argue about whose team is better. "

Experiences & Usage

SPORTS EXPERIENCES

Although Jooyoung was on the swim team in high school, he never really stayed with it beyond that. However, he has been known to play rec sports and pick up games here and there. Jooyoung is a big Eagles fan, and follows the Knicks during NBA season. He's not really into baseball, but will watch the MLB during playoff time. He's a huge fantasy player, and is in a fantasy football league with friends.

TECHNOLOGY USAGE

Jooyoung keep engaged with his teams using both his phone as well as his computer. He primarily uses his phone to check scores, schedules and stats, and will use his desktop to read news, and manage his fantasy roster.

Psychographics

SPORTS INTERESTS & VALUES

Jooyoung likes sports, but it isn't his life. Although he follows most every major league sport, he does so because he loves to interact with friends around the topic, not so much for the love of the game. He is interested in both watching sports as well as playing casually from time to time.

SPORTS ENVIRONMENT

Jooyoung usually watches games with friends in someone's apartment or sometimes at a bar. He'll go to live games to watch the Knicks at least twice a year, and is usually with friends during this time. As far as consuming content, Jooyoung is usually at work, home or on the go checking scores.

SPORTS RESOURCES

Jooyoung watches ESPN SportsCenter every night, and goes online to ESPN.com and NFL.com throughout the day. He uses mobile apps such as SportsTap and ESPN in order to stay up to date when a TV or pc is unavailable to him (i.e. when he is not at work or home)

Sports content consuming habits

Jooyoung consumes some type of sports content each day. He is an avid Fantasy Football player, so is always looking to keep up on his team via TV, the web, and his mobile device. He is connecting with web and mobile content several times a day in order to keep up to date.

Demographics

- 26 years old
- Single
- Urban
- High technical ability
- Villanova alumni, Philadelphia native

Lifestyle

INFLUENCE & CONTRIBUTION



TIME COMMITMENT TO SPORTS



ATHLETIC BACKGROUND



MOTIVATION



Jooyoung (priority 4)



Non Athlete Fan

Jooyoung heads home from the park Saturday, after a pick up game that he organized via Fanlime. On his way, he gets an update from Fanlime that his friend Doug just shared an article with him. Looks like someone on his Fantasy team is still on the injury list, and won't make tomorrow's game. "Tough luck", his friends comments. "Jerk, at least Manning is still healthy", Jooyoung thinks.

He gets home, showers up and sits down for some college football. He brings up Fanlime.com and sees his game day view including all the information for his Eagles, any rivals he's noted and his Fantasy players. Looks like it might be a positive Sunday afterall. He fills out his predictions for tomorrow, and sees that he has a chance of taking the lead this week if he gets all of them right. That might launch his status from Fan to Benchwarmer on Fanlime. Jooyoung notices that he hasn't added the Giants to his list of rivals... so he updates this and reads about their upcoming Sunday. He sees an article that hasn't yet been viewed by any of his friends, so he shares it on Fanlime to get everyone caught up.

Jooyoung sees that he has two more connections notifications from other Eagles fans in NYC. Looks like there is going to be a gathering for Sunday's game at the nearby Eagles bar. He'll have to stop by. He plans on "attending" via Fanlime and sees that he is the 51st person to confirm.

On Sunday Jooyoung goes to the Eagles bars with some other friends to watch the game. He checks in to the game via Fanlime, and sees that his other 3 friends are watching at a bar nearby. Since their game starts a little later, he plans on hitting that up before heading home. During the game Jooyoung is busy trash talking about his predictions on Fanlime where he gets real time updates on what his happening all over football that day. He sees an alert that his friends plan on attending a different bar, so he decides to stay with his Eagles family for the rest of the Sunday.

"It's fun to argue about whose team is better. "

Sports content consuming habits

Shaun doesn't spend too much time catching up on sports. He is either looking online or on his iPad about once a day to see what has happened. Shaun is looking for a pretty large breadth of content so that he can stay up to date without having to check in too often.

Demographics

- 28 years old
- Single
- Urban
- High technical ability
- Georgetown alumni, New Jersey native

Lifestyle

INFLUENCE & CONTRIBUTION



TIME COMMITMENT TO SPORTS



ATHLETIC BACKGROUND



MOTIVATION



Shaun (priority 5)

Passive Athlete



Shaun is not only interested in keeping up with local and national sports, but also wants to interact with past team members and get team news. He watches games occasionally, and catches up by reading on the web and viewing video content that is light weight and quick to load. His information gathering might start when he has down time from home or work, and he generally uses his computer or iPad to stay informed. Not always having the time to see everything, he is looking for a robust content offering. Currently he keeps up with teammates via LinkedIN, email, and text, and follows team news via an email from his old coach. Shaun is an avid consumer rooted in his ways, but is not fanatical.

Items missing from Shaun's current experience are personalized content based on what he's consumed combined with top news. He would like a better way to keep up with draft information, past teammates and team news.

Goal

I want to stay up to date on what's happening in sports as well as keep up with and know how my old teammates are doing.

Needs

- Broad base of content to keep me informed.
- Ability to read the backstory of an athlete or team.
- Local, up to date and personalized content, as well as top news content.
- Updated draft information.
- A better way to keep up with old teammates and team news.
- Notices about what topics to follow in sports that day, week, etc.

Tasks

- Consume a broad amount of local, national, up to date content that is tailored to me.
- Read the backstory of an athlete.
- Keep up on draft information, especially regarding my past teammates.
- Reconnect and stay in touch with past teammates.
- Consume information on my old team including current news and events.
- Receive personalized updates around what to keep track of in sports that day, week, etc.

"I'm an avid consumer, but not fanatical."

Experiences & Uses

SPORTS EXPERIENCES

Shaun played four years of college football at Georgetown. He still follows NCAA football, as well as NFL and NBA sports. Shaun will watch a game when he can multitask through it, and still goes to Georgetown's homecoming to interact with other alumni.

TECHNOLOGY USAGE

Shaun is up to date on the latest technology. He uses his desktop, phone, and iPad to keep in touch with sports. He generally checks sports information using his computer or iPad everyday, and may use his phone a couple of times a week to check scores or injuries.

Psychographics

SPORTS INTERESTS & VALUES

Shaun is an athlete through and through. He knows the sport of football and stays in touch with it via consuming NFL information, but is not fanatical in any sense of the word. For him consuming sports is about bonding either with people or with the sport itself.

SPORTS ENVIRONMENT

Usually, Shaun is either at work or home when looking through sports information. You might find him tailgating and attending a Georgetown football game, but otherwise you'll find him look through the top news and news around his teams or multitasking during Monday Night football at his apartment.

SPORTS RESOURCES

Shaun uses ESPN (TV), ESPN.com, and SB nation to stay up to date. He will also use ScoreCenter XL and the NFL apps on his iPad to find information. The resource needs to be robust to get him to return.

Sports content consuming habits

Shaun doesn't spend too much time catching up on sports. He is either looking online or on his iPad about once a day to see what has happened. Shaun is looking for a pretty large breadth of content so that he can stay up to date without having to check in too often.

Demographics

- 28 years old
- Single
- Urban
- High technical ability
- Georgetown alumni, New Jersey native

Lifestyle

INFLUENCE & CONTRIBUTION



TIME COMMITMENT TO SPORTS



ATHLETIC BACKGROUND



MOTIVATION



Shaun (priority 5)



Passive Athlete

Shaun gets up Tuesday morning, and heads in to work. After a couple hours of heads down progress, Shaun takes a break. He decides to check out what he might have missed at the end of last night's game. He had it on in the background, but wasn't able to finish it due to some last minute work that popped up. He logs onto Fanlime.com and sees that the Lions won. "I guess they are having a great season afterall.", he says. He can also see some other inputs and comments from fans on the game. From his news page, Shaun gets an overview of all of the local and national sports content he needs. He closes his browser and gets back to work.

After lunch, Shaun gets a Fanlime alert in his email telling him that another old teammate wants to stay in touch. He opens Fanlime up to the teammate's profile and sees that he played the year after Shaun did. Shaun connects with him anyway, and sees that by doing so he has validated the guy's Georgetown status and the team roster for 2002 is more complete. Shaun sees an update from coach on where the alumni dinner will be this year for homecoming, and replies with an RSVP that he'll be there.

Shaun checks his news page to see if anything else has happened, he knows that Linden had their big rival game yesterday. When he gets there, he notices an article about the life of a current NFL athlete about to retire. Interested, he takes a read. Obviously, this team will be in need of a new tight end next season. He makes a mental note to check in with Fanlime's draft updates when the time comes. An old Georgetown alum is a tight end that is a free agent next year. He signs up for alerts on this player's progress.

The next day, Shaun receives his daily email from Fanlime, and sees that he needs to look out for injury updates regarding the Thursday night game. Looks like Atlanta has been having some major issues this season. Good thing he has retired, he can only imagine how these guys' bodies must feel.

"I'm an avid consumer, but not fanatical."

Sports content consuming habits

Mohit is the type of fan that consumes content when he has time. TV is his primary means, and he watches SportCenter daily. He does check his phone a couple of times a week, but mostly gets his updates from emails at work with links to articles that he can scan through.

Demographics

- 32 years old
- Single
- Urban
- High technical ability
- Ohio State alumni, Iowa & New Eng native

Lifestyle

INFLUENCE & CONTRIBUTION



TIME COMMITMENT TO SPORTS



ATHLETIC BACKGROUND



MOTIVATION



Mohit (priority 6)

Passive Non Athlete



Mohit doesn't have time to keep up with the latest news, and, for him, watching games and talking about sports is all about bonding with friends. He can be found texting about a specific play in real time, but as a high context person he prefers to be in person or on the phone. Mohit only shares or comments if something special happens, usually looking to share and receive an insight that others might not have. He will use Facebook or Gchat to interact, and his content consumption usually starts via a suggestion from somewhere else or an interest to look up a team score. Mohit is a team oriented sports identity who likes many different kinds of sports but doesn't have the time to follow them all.

Mohit is looking to have all the information on his teams, his sports community, and his social content in one place. He also wants direction as to what top content is most important. He would like online sports to be more social, and the ability to see what his friends are watching so that he can interact with them about the game.

Goal

To have a general knowledge of what is happening in sports, especially around top stories and my favorite teams, and to connect with my friends on sports topics.

Needs

- Suggestions on which content to consume either from friends or professionals.
- Ability to see what games friends are watching, and "invite" friends to watch a game.
- Content that is unique, relevant and up to date.
- A personalized view of the sports news regarding my teams.
- Content that is new, reliable and unique.
- A community where I can be more social around sports.

Tasks

- To view top news and suggestions around what to read and watch.
- "Check in" to a game, see friends sports/games status, and invite friends to join a game.
- Consume breaking news, and news that is related to my teams and sports.
- View what my sports community is doing as a whole.

"Tell me what's important to know and what my friends are doing."

Experience & Usage

SPORTS EXPERIENCES

Mohit played some sports when he was younger, but never at a high competition level. He likes the majority of professional sports and also follow NCAA football and basketball. He is a big Ohio state fan and tries to catch each game of the season. Once in a great while he'll go to a live game if he is able to score tickets.

TECHNOLOGY USAGE

Although Mohit is comfortable with technology, TV is the number one way that he keeps up with sports. He will sometimes use apps on his phone to catch up with his team's scores and will read articles online if they are top news or suggested to him.

Psychographics

SPORTS INTERESTS & VALUES

Mohit would call himself a team based sports follower. He is loyal to his favorite teams and follows them throughout their respective seasons as much as time will allow. He is a sports fan, but doesn't not prioritize sports in his life, using it mostly as an information filler and for bonding with friends.

SPORTS ENVIRONMENT

When reading or watching sports Mohit is either on down time at the office or at home catching up on SportsCenter. He'll watch games with friends at someone's apartment or a bar when he can, or he'll use social media to connect in real time when he has to, usually from his house.

SPORTS RESOURCES

Mohit's main resource is TV, but he also uses the major league sports sites, ESPN.com, as well as ESPN mobile apps to catch up with sports. For him a resource needs to be credible and break sports stories often for him to become a loyal user.

Sports content consuming habits

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Demographics

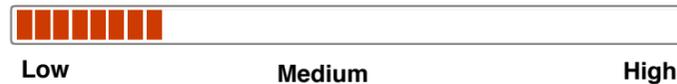
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MOTIVATION



Mohit (priority 6)



Passive Non Athlete

It's Thursday night, and Mohit is stuck at work. He has been running around the building all day, but stops for a second to check out the score for tonight's game. Looks like the Patriots are gonna pull this one off after all. He then sees a Fanlime alert on his phone that Bill is watching the game. He shoots him a text asking how it is, and he Bill replies that there is a lot of good football to watch and wishes Mohit could have made it.

The next morning, Mohit receives an email that gives him updates on what happened yesterday with his teams as well as what to look out for this weekend. It looks like Ohio State is playing Michigan tomorrow. Mohit clicks on the preview article and arrives on Fanlime.com where he sees that Dave is planning on watching the game, but Sam isn't. Mohit sends an invite to Sam to check out the game. As a Wolverine, Mohit is sure he'll want to see it. While he is on Fanlime, Mohit checks out his entire community to see what everyone is up to today in sports. Nothing unusual there, so he quickly heads to his home page to see updates on his favorite teams. In the "suggested for you" section Mohit sees an article about Ohio State that he missed. He takes a few minutes to check it out, and then shares it via Fanlime to make sure all of his friends are aware.

On Saturday, Mohit checks into the OSU game from his couch and notices that Sam is watching after all. "Oh that's right, he accepted my invite." Mohit says. He continues to watch the rest of the game in peace, that is until the next fan alert comes through. It's Sam "Look like the Wolverines are gonna win this one again!"... Stupid Michigan fans.

"I'm an avid consumer, but not fanatical."