



Brian Albert

AGE: 25

GENDER: Male

Subject Knowledge

Brian has played in the basketball league for a few years and has occasionally used the website to register for the league, to fill out a waiver and to view the league schedule and rankings.

Objectives

- To view basketball league schedule, and rankings
- To register for a league
- To fill out a waiver

Pain Points

- Aesthetic design of the league information
- Too many clicks to get to league info



Bill Smith

AGE: 40

GENDER: Male

Subject Knowledge

Bill is new to the field house. He found the website while searching for a practice facility to rent for his soccer team.

Objectives

- To view the facility
- To find information on rental prices
- To book a rental
- To fill out a wavier and send wavier info to parents

Pain Points

- Rental information is lacking and slightly confusing