

Jessica Jones

CLUB REGISTRAR

AGE 42

OCCUPATION Cosmetics Rep

STATUS Married

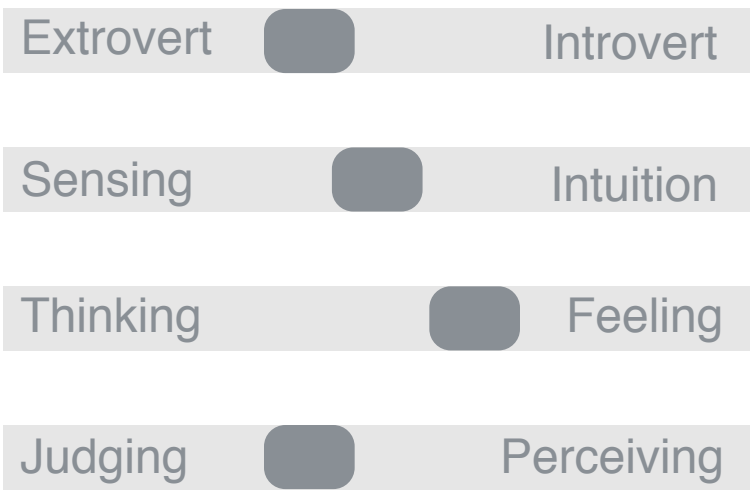
LOCATION Raleigh, NC

TIER Volunteer

MOTIVATION



PERSONALITY



GOALS

- Support her kids who are players
- Assist with team needs
- Be seen as social and helpful person

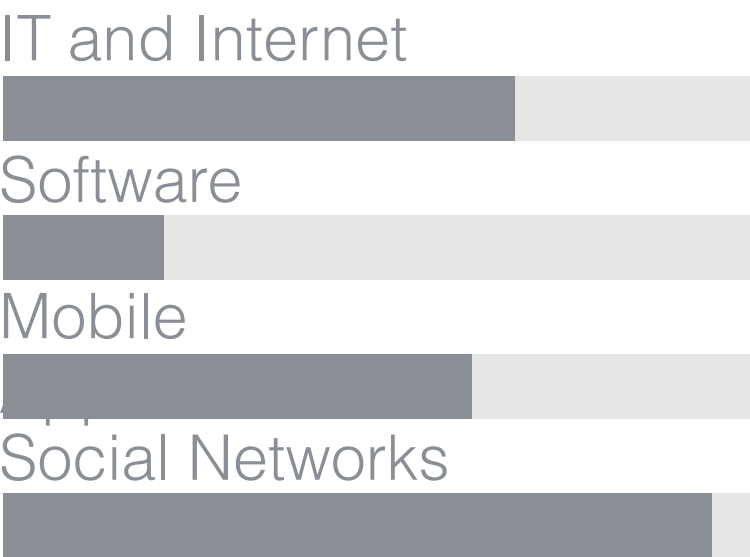
PAIN POINTS

- Web app is too complicated to use
- Forgets how she used it from season to season
- Takes too much time to complete

BIO

Jessica is a busy working mother of two who volunteers to help as registrar for the good of her family. Her work in makeup sales gives her a flexible schedule. She likes having some control in her kids being well taken care of with the team and enjoys the appreciation she gets for helping out. She forgets how she figured out the app last season and has to almost start over. She thinks it should be easier to use and anticipate her needs more. She wishes it was more like modern apps she uses on her iPad.

TECHNOLOGY



BRANDS



JasonPhillips

CLUB TREASURER

AGE 43

OCCUPATION Retail Manager

STATUS Married

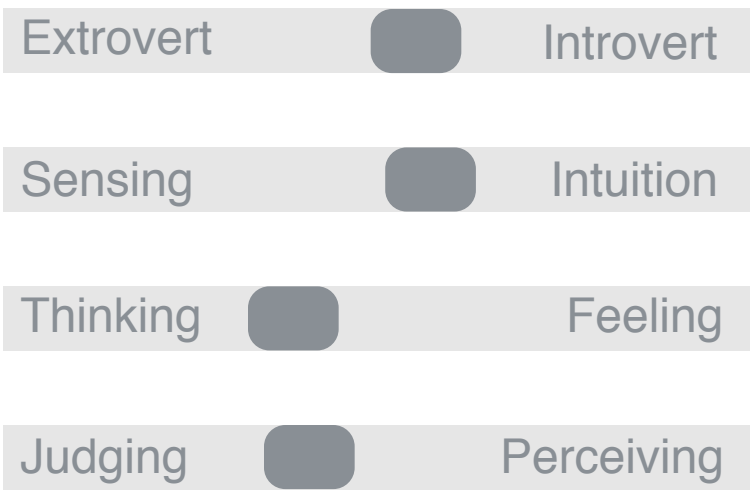
LOCATION Franklin, TN

TIER Volunteer

MOTIVATION



PERSONALITY



GOALS

- Support his kids who are players
- Assist with team needs
- Make sure funds are handled with integrity

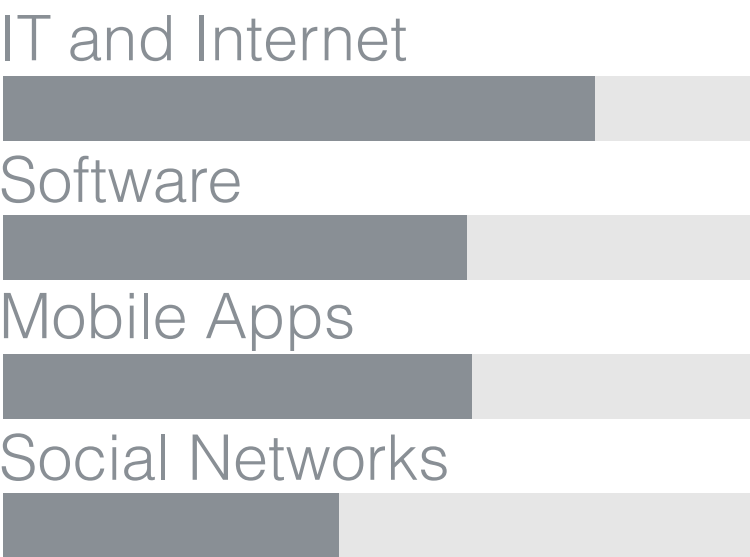
PAIN POINTS

- Wishes there were clearer paths in the app
- Studying the documentation to learn to use
- Finds unnecessary duplicate methods for actions

BIO

Jason is the father of twins - one boy and one girl - who love sports. Since he deals with some financial reports in his job as a retail manager, he was asked to be treasurer. He's happy to help for the sake of his kids and knowing that things are on the up and up. His software at work has the advantage of a big corporate budget. He wishes this was on a par. He hasn't seen this many tables since he worked at a furniture store.

TECHNOLOGY



BRANDS



KimLee

LEAGUE ADMIN

AGE 34

OCCUPATION Realtor

STATUS Single

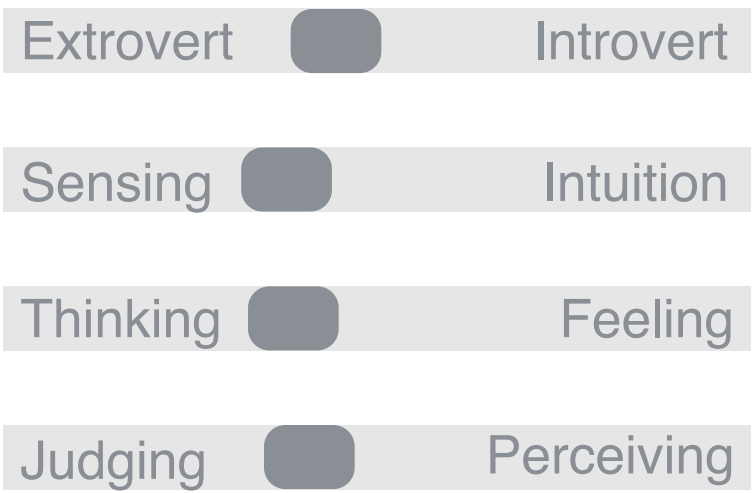
LOCATION Portland, OR

TIER Volunteer

MOTIVATION



PERSONALITY



GOALS

- Support her son who is a player
- Make sure rules are followed
- Retain and increase teams for financial fitness

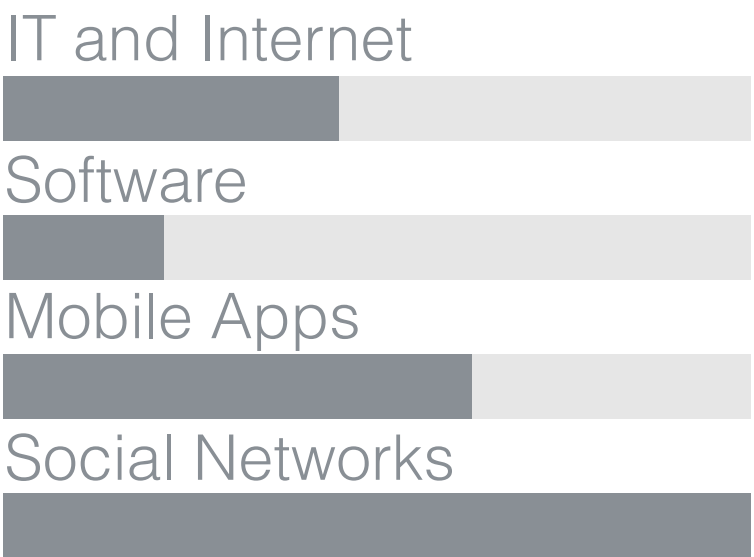
PAIN POINTS

- Thinks registering teams could be much simpler
- Afraid a competitor may make a more modern app
- Wants it to be easier for teams to use

BIO

Kim, a single mom, knows how to work a room and charm everyone into being her supporters. Her political skills are an asset to the league. She knows that lost teams equals lost income. She champions her league like she champions her son at his soccer games. She sees everything as black and white - either according to the rules or in violation of them.

TECHNOLOGY



BRANDS



DamonGreen

SCHEDULER

AGE 33

OCCUPATION Scheduler

STATUS Married

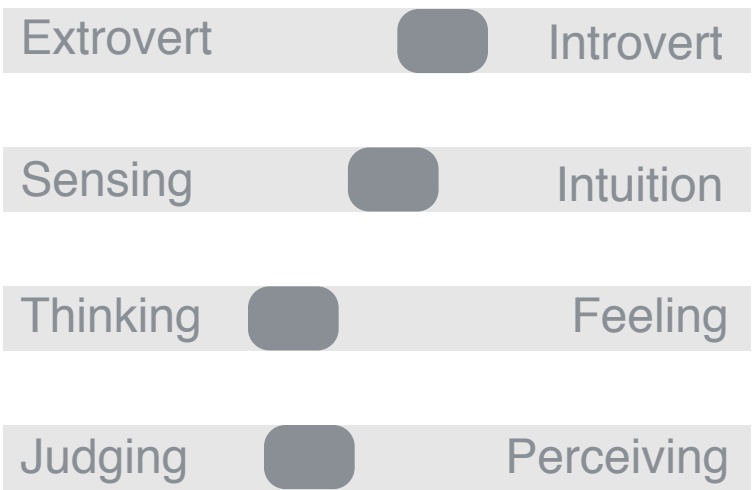
LOCATION Anaheim, CA

TIER Paid Position

MOTIVATION



PERSONALITY



GOALS

- Support his son and daughter
- Keep score and usually win
- Manage all the communications

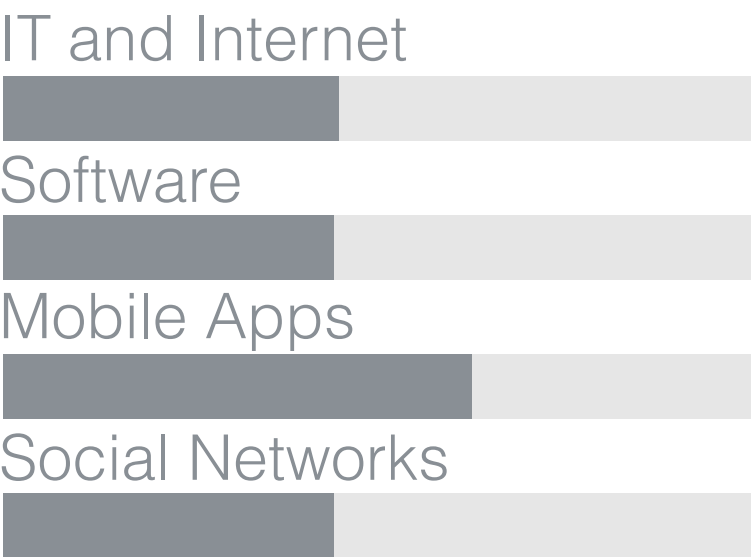
PAIN POINTS

- Thinks the reports could be accomplished quicker
- Finds inconsistencies in the interface
- Thinks it has been awhile since any big advances

BIO

With a background as a professional athlete, Damon has the confidence to work the hardest job in sports, the scheduler. Having also worked as a referee and a few years as a coach, he is uniquely qualified to provide scheduling through his business, Green Scene Services.

TECHNOLOGY



BRANDS



Tom Amato

WEBMASTER

AGE 62

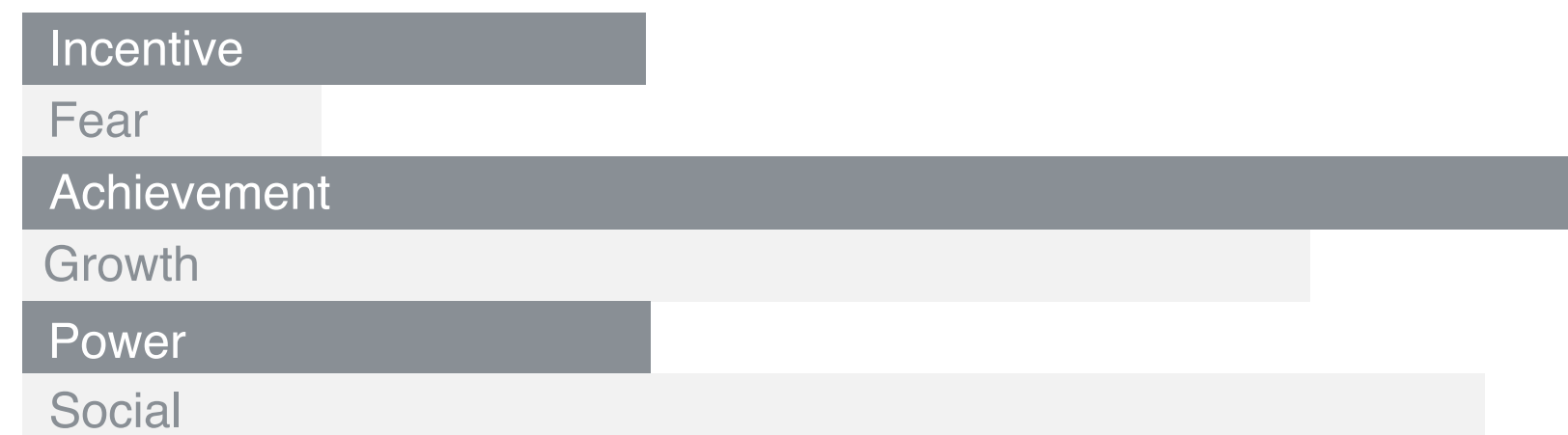
OCCUPATION Retired

STATUS Widowed

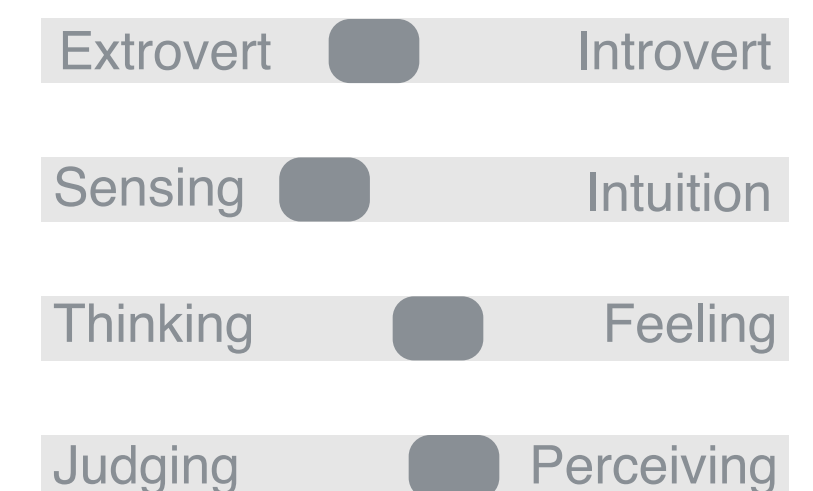
LOCATION Spring, TX

TIER Volunteer

MOTIVATION



PERSONALITY



GOALS

- Feel he is contributing again as a retiree
- Learn new skills and keep in touch
- Give his grandson's team a great online communications tool

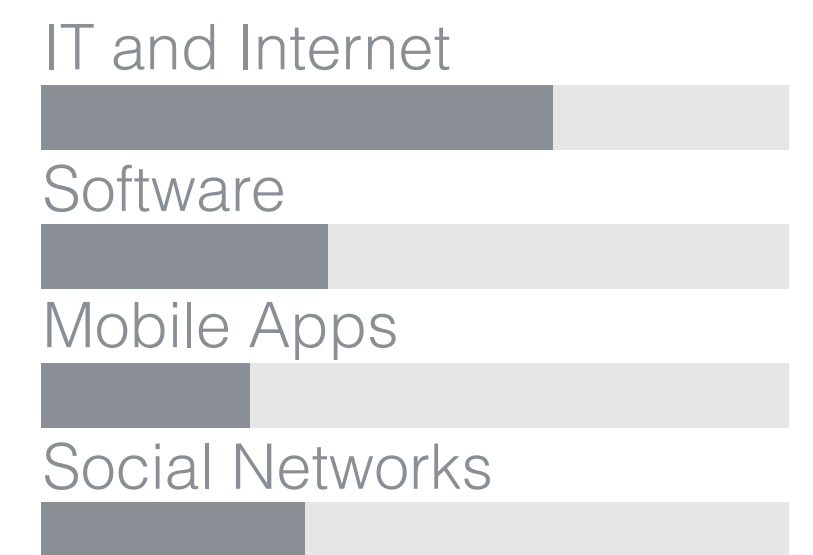
FRUSTRATIONS

- Experiencing some learning curve with the web builder
- Finds he can't please everybody with the site
- Can't understand why people don't accept that he really is a web designer

BIO

After a successful career in the oil industry, Tom found himself bored in retirement. After losing his wife to cancer he found a new avocation handling the website for his grandson's soccer team. He has the time to devote to it and enjoys the appreciation. Web builder makes him look good and when people compliment the site it serves as free marketing for others to try League Connect (after he finally admits that it is a template).

TECHNOLOGY



BRANDS



Debbie Janecek

CLUB REGISTRAR

AGE 38

OCCUPATION Dental Assistant

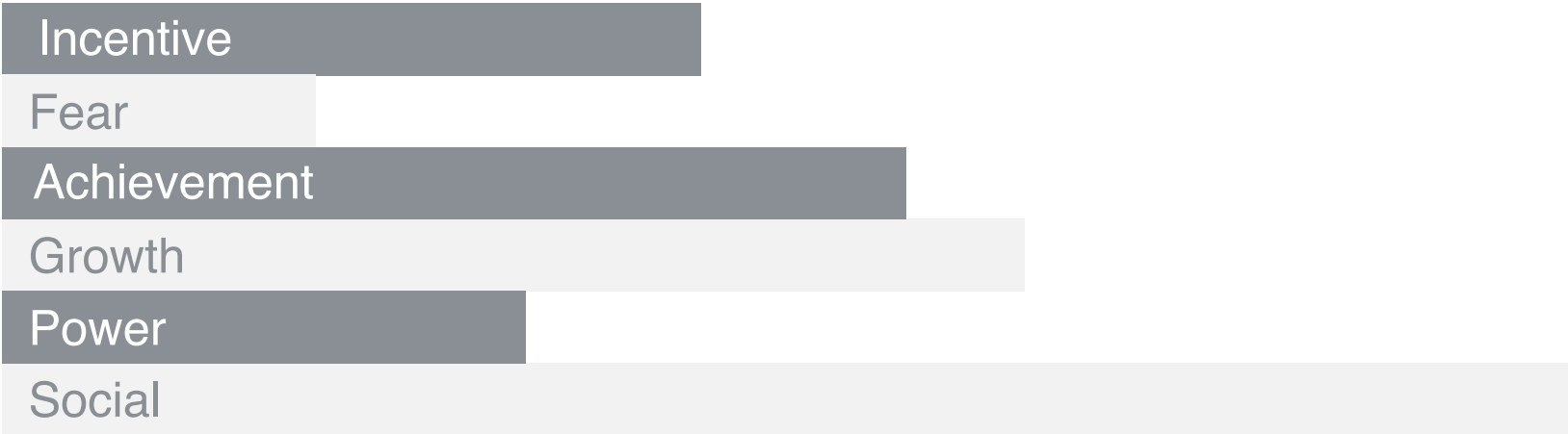
STATUS Married

LOCATION Ft. Wayne, ID

TIER Volunteer



MOTIVATION



GOALS

- Promote sports in her community
- Make sure everything gets done
- Be seen as helpful assistant

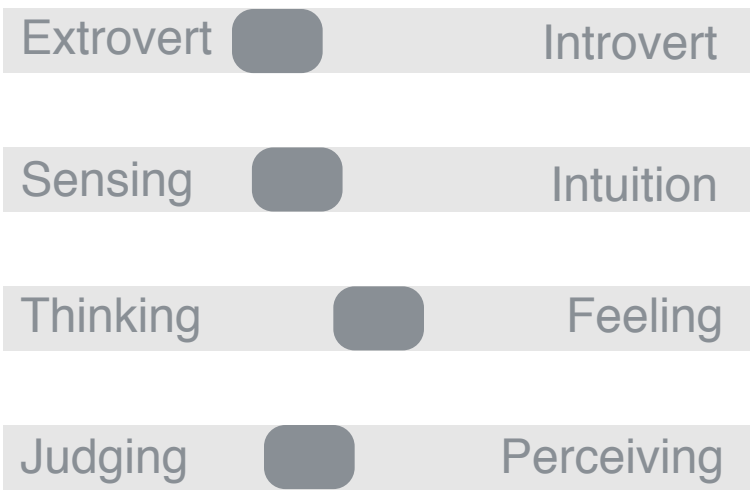
PAIN POINTS

- Still doesn't understand how to use all of the app
- Can't remember where to find the commands
- Gets lost in so many menus

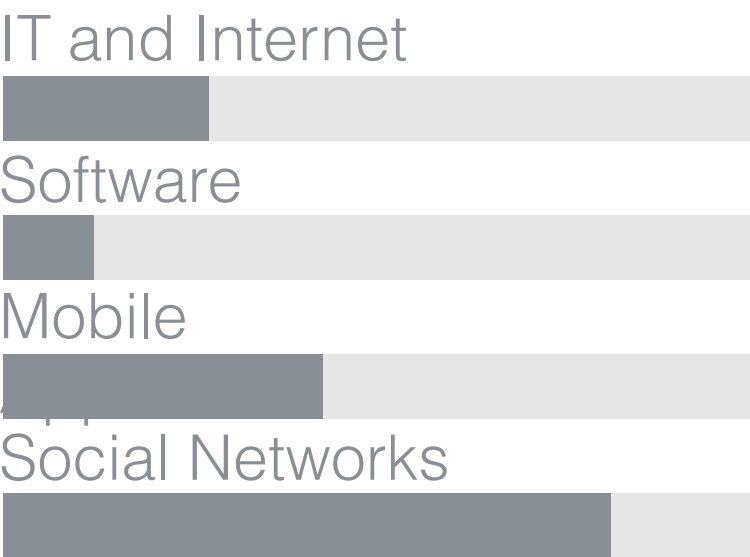
BIO

Debbie has a busy career but loves to assist as club registrar to help make sports successful in her community. As a dental assistant she knows many of the players from their appointments at the dentist office where she works. As much as she enjoys helping the teams she gets frustrated with the software and wishes it were simpler to use. Debbie looks forward to getting out of scrubs and into Adidas to get comfortable at home and complete the reports and verifications needed by her club. After her tedious work all day it would be nice to use easy software.

PERSONALITY



TECHNOLOGY



BRANDS

