

User Persona

Leo D. Powell

“Live the Maroon Life”

- Age: 22
- Gender: Male
- Family: None, lives with two male roommates
- Location: Elon, NC
- Occupation: Student--Majoring in Media Analytics

Background and Personality

Leo is an energetic, passionate Elon senior who enjoys following sports. He is an optimistic millennial who likes to keep up with sports at his school. Leo is outgoing, and he likes to share what he is up to, and discuss sports with his social media followers, especially on Twitter, Snapchat and Instagram. He plays intramural sports, goes to the gym regularly, and enjoys hanging out with his friends when he has down time. On Saturdays during the fall, he likes to tailgate the football games with his crew. Leo likes attending soccer, basketball and baseball games regularly as well. He watches Netflix, SportsCenter, PTI, The Walking Dead and Game of Thrones regularly. He is a bit of a stat nerd and likes keeping up with the numbers-side of sports, as well as playing fantasy. His favorite websites are: ElonPhoenix.com, ESPN.com, Deadspin and BuzzFeed.

Influencers, Motivations and Knowledge

Leo is a college student, so he is motivated by girls, grades and goals for his future. He cares about his grades, and does well in school, but he also likes to play hard. Like a lot of Elon students, he is very involved and busy, so he likes to get caught up on news and his social networks quickly and efficiently.

Leo has an iPhone 6, and he is very adept at using it. He has a lot of apps, and likes to use them for entertainment, and to keep up with things on the go. When he is watching sports or his favorite television shows, he almost always has his phone out looking at additional, mostly relevant, content as he watches. He also enjoys live-tweeting games, and TV shows, as well as seeing what others are saying.

Phoenix Rising (working name): A second-screen app for Elon Phoenix Fans

Overview

The Elon Phoenix app is a no-nonsense, sociable, concise application that seeks to both entertain and inform fans. It takes information that is spread across multiple pages or sites online and compacts that information into a single, intuitive application. It satisfies the statistically-inclined with numbers and other quantitative information, and also the socially-inclined with related social streams in-app, as well as easy integration with one's personal social accounts to join the conversation.

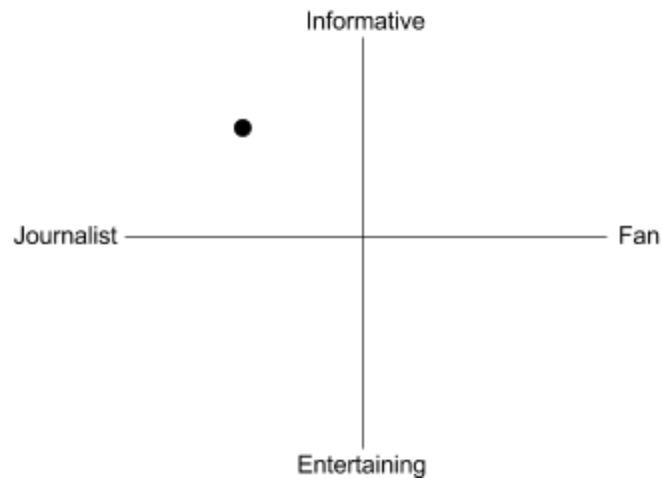
Personality Image



Project Traits

Useful and informative, but not complicated. Easy to use. Thorough, but not bloated. Compact. Clean. Accessible.

Personality Map



Voice

The brand would speak like a Sports Information Director. Mostly journalistic. No-nonsense. Tells one what they need to know with no fluff. Particularly with the more statistical or informative sections of the app. The social section of the app might be slightly more informal, and certainly use more of the related colloquial terminology. The voice will seek to be fairly consistent with the ElonPhoenix.com tone and style.

Copy Examples

I do not envision using a lot of copy, other than functional copy that informs on statistics and scores, mostly. A couple examples of other copy:

- Push notification: “SCORE Alert-- HT: Elon 2 James Madison 0”
- Social: “Join the conversation using #AppropriateHashtag”

Visual Lexicon

The color scheme will follow the Elon colors--maroon and gold, perhaps with some blur and or gradients to liven it up. It will also employ the phoenix logo prominently. The typography will probably be some kind of sans-serif, so as to be a little less formal, and also consistent with the website. The overarching theme being consistency with the established Elon Phoenix brand.

Engagement Methods

Simple and familiar. The visual layout and features should feel just like any other Elon Phoenix site or publication. It should feel inviting and less intimidating because it looks a lot like things that users are likely familiar with already. The conventions and design will be intuitive and easy to figure out. The social aspects will offer an opportunity for more personality and direct engagement from the user to occur.