



Jeremy is the user of the ESPN app. He loves to stay up to date on his favorite teams in the MLB, but also likes to hear about the entire league, along with other leagues. Jeremy likes to get right to the point and not waste too much time searching.

User Opens app enters Home

1. Sees most important headlines at top. Videos underneath.
2. He moves slider to see MLB news only where he can see only what he needs.

User needs to Check on his Favorite Team

1. He clicks the "Teams" Page and slides over to "Yankees" on his slider up top.
2. He sees score of latest game, schedule, news and everything he needs to know about his team.

User needs to Check the Red Sox score along w. others across the league.

1. He clicks on the "Scores" button on the menu.
2. Again using slider slides over to MLB sees his favorite team highlighted at top and rest underneath.

User needs to watch the game.

1. After updating himself on what's going on around the league he needs to get live action.
2. user hits "ESPN4" and subscribes.

ESPN app