

The Simple Sports Fan



I wish I could follow my favorite teams and sports, but I'm always on the go and can't spend my screen time doing so much research. Let's go Cubs!

Persona

- Gender: Male
- Age: 26-60
- Location: Affluent US cities
- Income: \$100,000+
- Interests :
 - Wants latest news and scores of his favorite teams
 - Follows MLB and NFL closely
 - Doesn't have too much time to watch ESPN on TV
 - Does a lot of traveling
 - Loves to get as much information as efficiently as possible

Key message

- The Simple Sports fan is moderately tech savvy, but gets easily frustrated when searching too hard for the information he needs.
- He's not looking for another subscription, but if it proves to be necessary he won't hesitate to pull out his credit card.