

ANNA

Name: Anna Patel

Handle (FANS ID): Annapurna

Age: 44

Ethnic background: White (northern European)

Resides: Oakland, CA

Hometown: Portland, OR

Profession: Education, District Administrator

Income: \$90K

Education Level: Master's in Education, University of Oregon

Relationship Status: Married, two kids

Shopping: Fab.com, Etsy, One King's Lane

Eating: Lean Cuisine, local high-end restaurants

Hobbies: Yoga

Vacations: Oregon, Costa Rica, Tahoe

Technology used: iPhone4S, MacBook Pro, Dell desktop computer (at work)

Favorite websites/apps: Facebook, Pinterest, Pitchfork, Grantland, Gawker

Enthusiasms: Indie Rock, Matthew Dear, Gray's Anatomy, Suits, White Collar

Anna Patel (nee Schultheis) is a 44 year old woman, married with kids aged 7 and 9. She's from Oregon but lives in Oakland. She owns her house and has a job as a school administrator. She earns \$90,000 per year.

Anna used to follow bands and go to shows when she was younger but doesn't have a lot time for that now. She still reads Pitchfork and other online resources and listens to BBC shows about new music. She has a favorite local radio station. She watches a lot of tv, especially at night after her kids are bed. Her husband travels a lot for his job as a salesman.

Anna's day starts by getting her kids up and ready and then she takes them to school. She picks up yogurt, coffee and a banana on the way home. A few times a week she takes a yoga class. She's a coffee nut and also a wine enthusiast – mostly she eats well and gets enough exercise.

She gets to her job at 10am. There's not a lot of time to surf online during her day. She has a lot of meetings. She has colleagues at work and they talk a lot about their favorite tv shows. She has very strong opinions about, for example, possible plot developments for the third season of 'Suits'.

Anna was introduced to the site through a work friend who uses it for tracking tv shows but then she discovered all the music she'd been missing and now uses it a lot for music.

She likes to plan dates for her husband since they don't spend enough time together so she'll use the site to find show – and they go out for a fancy dinner before the concerts. Anna does a lot of online shopping for clothes, and especially loves flash sales like those on Gilt.com and Fab.com.

The family heads to Orgeon at least once a year to see the grandparents. They also have a lot of friends with kids in their neighborhood so a lot of activity is centered there. They take occasional vacations to places like Lake Tahoe and Costa Rica.

Anna's husband is from India and she's travelled there with him a couple of times. She feels affectionate towards Indian culture and there are some Indian decorating flourishes in their home.

CHARLIE

Name: Charlie Grunen

Handle (FANS ID): chickenofthesea

Age: 17

Ethnic background: White (Slavic)

Resides: Winchester, IL

Hometown: Winchester, IL

Profession: student

Income: lives at home

Education Level: currently enrolled in high school

Relationship Status: single

Shopping: Best Buy

Eating: frozen foods, pizza delivery

Hobbies: videogames

Vacations: family

Technology used: lap top and desktop computers both running windows, android smartphone, PS3 and Xbox gaming consoles

Favorite websites/apps: i09, Blizzard forums

Enthusiasms: Colts, Fighting iIllini, World of Warcraft, Halo, Lord of the Rings

Charlie Grunen is 17 years old and lives in Winchester, Illinois. He's into video games and sports. He likes the University of Illinois's football team the Fighting Illini

and the Indianapolis Colts. He loves first-person shooter games, which he plays on his PS3. He watches tons of horror movies and listens to sports talk radio. On tv he watches ESPN Sports Center. He drinks Red Bull and eats junk food – microwave burritos from the 7-Eleven and drive through fast food.

Charlie just got his driver's license and shares a hand-me-down 2005 Mazda with one of his sisters, 16-year old Julia. They also have another younger sister, Melanie, who is twelve.

About Charlie's parents – his Dad is Dean of Humanities at University of Illinois and Mom is a stay-at-home mom. They do family stuff together but Charlie is getting more and more independent. He begrudgingly drives Julia to school with him in the mornings and picks up Melanie from ballet after school a few times per week.

We can say this about Charlie: he's a super nerd. A total *Otaku*. His mom has considered sending him to counseling for internet addiction but she hasn't yet. His only friends are other guys and he's not dating. His friends come over after school to play video games but they also have games going online.

He'll pick up on any new videogame or movie if his friends like it. He's more of a follower than a leader. This group of friends likes to gather at a friends' house (who has a giant screen tv) to watch football on the weekends.

Charlie is planning to apply to community college for computer science and math. In his room he has heavy metal fantasy-style posters and his maps and character info printed out from World of Warcraft is scattered around. Leftover Lord of the Rings posters from a couple years ago are taped to the walls...and it's true, there are still superhero sheets on the bed.

GINA

Name: Gina Young

Handle (FANS ID): younggrrl53

Age: 22

Ethnic background: African-American

Resides: Houston TX

Hometown: Pasadena TX

Profession: Nursing student

Income: n/a

Education Level: post-secondary, RN - UTHealth School of Nursing

Relationship Status: boyfriend

Shopping: Old Navy, juicy Couture

Eating: boyfriend cooks for her or they go out to new restaurants

Hobbies: running, volleyball

Vacations: Corpus Christi

Technology used: Glued to her Android smartphone, also uses hand-me-down

Windows laptop for schoolwork

Favorite websites/apps: DivaStation, hi5, Facebook,

Enthusiasms: Erykah Badu, Houston Comets, Angie Stone, Patricia Cornwell, Sue Grafton

Gina Young is a 22-year old nursing student living in Houston. She's single but has a boyfriend she's been dating for ten months. She lives with 2 other female nursing students in an apartment near campus.

She's super fit and loves sports. She goes jogging every morning, listening to music on her iPod. She carefully curates her workout music. She has no time to watch tv but she loves womens' sports. She plays intramural volleyball. Her boyfriend took her to a Houston Comets game for her birthday last year.

Gina reads detective and true crime novels and often goes to book signings. When she and her boyfriend go to the movies (often) they watch action movies and thrillers.

Her boyfriend Kevin is a chef in training at a nice restaurant and he likes to cook for Gina. They go to farmers markets on the weekend to shop for ingredients. When they go out with friends they go dancing and drink cocktails.

An Erykah Badu promotion led Gina to Fans.com where she picked up on a forum thread and engaged with other users. She also discovered that small sports teams could have a presence on the site and got her volleyball team nominated for their own FANS page.

JED

Name: Jed Jackson

Handle (FANS ID):JedHead

Age: 30

Ethnic background: White

Resides: Bushwick sector of Brooklyn NY

Hometown: Cherry Hill NJ

Profession: Marketing (junior level brand manager)

Income: \$65k

Education Level: BA in Communications, Drexel University

Relationship Status: dating

Shopping: j crew, Hollister

Eating: Hill Country, shinobi Ramen

Hobbies: poker games with buddies

Vacations: visit family in Boston or Philly, Vegas or Miami to blow off steam

Technology used: Samsung Galaxy, also has blackberry for work. Has newer Windows-based desktop machine.

Favorite websites/apps: Facebook, gizmodo, pitchfork, phantasy tour

Enthusiasms: Phish, Mets, NY Rangers, Zach Deputy, Grateful Dead, String Cheese Incident

Jed Jackson is 30 years old and grew up in suburbs of Philadelphia. He has a Liberal Arts degree from NYU and works in marketing at an agency that reps alcohol brands. He's currently working as assistant brand manager for the Bud Light account. He earns approximately \$65,000 per year.

Jed rents a loft in Bushwick with three male roommates and works in Hell's Kitchen. On his way to work he stops to pick up an iced coffee and egg sandwich. His job is 9-5 for the most part. He often goes to nighttime events for his job and on other nights he goes hear live music.

He likes Phish, Zach Deputy, the NY Rangers and the Mets. His favorite venue is Brooklyn Bowl. He doesn't have a steady girlfriend but he's been informally dating a couple of people lately.

He often drinks beers at Pine Box Rock Shop, a bar and music venue near his home. Other pastimes include going to movies. He has a collection of Blu-Ray discs and he has high-end audio-visual gear in his apartment.

He's close with his parents and visits his family on holidays. He has an older sister who lives in Boston and they visit each other a few times a year.

His job isn't so busy he can't do some internet surfing during the day. He checks out concerts he wants to go to and emails friends from college about sports and music. He plays fantasy baseball.

Jed's a social guy. He has a lot of friends and is outgoing. He's a tastemaker with friends in the media, fashion and finance industries. Knowing about new music is important to him. He reads Pitchfork, Insound and SoundFix emails.

Using the website is going to help with discovering new music and sports and also find other people going to the same events he's going to. He knows he gains social cred via his visibility on Fans.com and it might also help him meet women.

BOB

Name: Robert "Bob" Kaplan

Handle (FANS ID): BobKap23

Age: 47

Ethnic background: White (eastern European, Jewish)

Resides: Fairfax, VA

Hometown: Midwood section of Brooklyn NY

Profession: production manager, packaging

Income: \$80K

Education Level: some college, community college

Relationship Status: divorced, two kids, has girlfriend

Shopping: LL Bean, Target

Eating: TGI Fridays, El Torito

Hobbies: fly fishing, pool

Vacations: fly fishing in Montana, taking kids to NYC

Technology used: BlackBerry for work, desktop computer at home, PS3 gaming console

Favorite websites/apps: CNN, NYT, google maps

Enthusiasms: Mets, Knicks, Giants, Madden 2012, MLB, Bruce Springsteen

Bob Kaplan is a 47 year old divorced production manager living in Washington DC Metro area. He manages the technical and personnel issues that arise at a company that publishes technical manuals, and he's been at the company for 10 years. He makes about \$80K per year and his job includes a better-than-average benefits package. His job keeps him very busy during the week.

Bob's divorce is amicable. He had two sons, Jason is 11 and Casey is 9, and he shares custody with his ex-wife Carole who has remarried. They all live very near to one another, and Bob and Carole rarely disagree about the management of their sons schedules. Bob has a girlfriend, Amy, who is also divorced.

A big focus of Bob's free time, and a cornerstone of his relationship with his sons, is following professional sports teams. Bob was born in the Midwood section of Brooklyn and feels especially strongly about New York-area sports teams like Mets,

Knicks, and Giants. Bob is particularly fond of NFL football and participates in a fantasy league at work. He has passed along his love of the Giants to his sons and the three of them rarely miss the chance to watch the games together on TV on Sundays. About once a year, Bob and Jason and Casey travel to East Rutherford NJ to see the Giants play at the stadium. Bob's girlfriend Amy is a rabid fan of the Capitals, so they see several hockey games together each year. Despite Bob's native preference for the NY Rangers, he enjoys sharing Amy's passion with her.

Bob likes to use fans to keep up with the news about his teams on FANS. He reads the Giants forums closely and posts a couple of times per week. He follows other NFL teams whose players are important to his fantasy team. His fantasy league has a football club on FANS which began as a club for fans of both the Redskins and the Giants. Bob has very high "cred" as a fan of the Giants due to his participation in the forums. He also enjoys playing sports based video games with his sons like Madden and Major League Baseball, and he visits those FANS communities periodically in the hopes of picking up tips on gameplay. Bob is also a pretty big Springsteen fan and has medium-level cred in that community.

ANAND

Name: Anand Patel

Handle (FANS ID): panchphoran

Age: 39

Ethnic background: Southeast Asian (India)

Resides: Oakland, CA

Hometown: Udaipur, Rajasthan, India

Profession: Sales, Internet security specialist

Income: \$110K

Education Level: Master's in Business Administration, Princeton

Shopping: Skymall

Eating: Eats out with clients a lot, prefers steakhouses. Likes to make Indian dishes for his family when he's home.

Hobbies: science fiction and fantasy novels, following cricket and football (soccer)

Vacations: Oregon, Costa Rica, Tahoe

Technology used: BlackBerry, MacBook Air, iPad3

Favorite websites/apps: Facebook, Google+, techcrunch, bollywoodlife.com, hootsuite

Enthusiasms: Orson Scott Card, Ursula K LeGuin, Murali Vijay, Rajasthan Cricket Association, Raja Chinnaswamy

Anand is married to Anna and lives with her and their two kids in the Temescal

section of Oakland. He travels frequently for business, about 100 days of the year. He sells massive enterprise software systems that have Internet security as a big selling feature. He often travels to India for business, and goes to Udaipur to see his extended family once or twice a year.

When he is home, he spends a lot of time with his children, Katie, 7 and William, 9. His kids are both athletic and he enjoys watching their soccer (Katie) and basketball (William) matches. He has taken the kids to Durga Puja to give them the flavor of their Indian heritage, and he enjoys teaching them to cook Indian dishes. He tries to give Anna a little break from parenting when he's home so she can go shopping and see girlfriends. Anna and Anand also plan "dates" when he 's home where they go out to a new hot restaurant in Berkeley or San Francisco and sometimes go to see live music or a movie after. Anand usually lets Anna plan their dates, she always has great ideas about what's going on in town.

Anand is a huge fan of cricket and gets frustrated by a lack of coverage in the US media. He listens to radio reports of matches on the Internet, but has become very active in several FANS communities that have sprung up around the game. Anand loves to read fantasy and scifi novels when he's on the road, he relies on FANS forums focused on his two favorite authors to get recommendations for new books. He buys a lot of books on iTunes so he can read them on his iPad.

(Subject) DELTA FREE

Delta Free is the name of a four-piece pop band based in LA. They play out often with bands like American Royalty and Milo Greene. Schehezerade Wilson is the lead singer, she's a 22 year old American whose parents immigrated from Guyana before she was born. The other three members: Bjorn Pedersen on keyboards, Jonsi Anderberg on percussion and Klaus Hedblom on guitar, are all from Sweden. The Swedes were a band in their home country, but came to America in search of a higher international profile (and to possibly get their songs used in commercials). They met Schehezerade at an open mike night at Tuesday Night Café Project in Little Tokyo, which they attend semi-regularly. After they had practised together for a while, the band played together at this same venue and have attracted some interest from A&R scouts from major labels. They have played a dozen or so dates at small venues around west LA and Hollywood, and have almost an album's worth of original material. Bjorn is getting a website together, and is working on getting a few of their songs streaming on the site.

DAVID

Name: David Chen

Handle (FANS ID): Chinglish

Age: 28

Ethnic background: Chinese American

Resides: Brooklyn NY

Hometown: Brooklyn NY

Profession: Finance/Tech

Income: \$120K

Education Level: Master's Computer Science

Technology used: Android smartphone, laptop (PC)

Enthusiasms: NY Yankees, Blue Bloods, Dirty Projectors, Bob Dylan, Tiesto, The Knife, NY Giants, Law & Order

David is a very social person and he loves to talk to friends about their favorite TV shows and music. He's a crazy rabid sports fan, particularly of the Yankees. He grew up in New York and can't remember a time when he didn't love the Yankees. He had pennants and baseball cards in his bedroom growing up.

His job is in the tech arm of the financial sector - he manages a group that writes software for a mutual fund. He likes his job and often socializes after work with coworkers at the bars in downtown Manhattan. His coworkers got him to Burning Man four years ago and he's been a part of their camp every year since. He met his fiancée Ruby at a bar after work where she was likewise out with her coworkers.

David began on the site after a friendly dispute with his friend Jed over some Yankees stats. He reads the discussions on the Yankees page often when he has a little downtime at work, but other than the Yankees he doesn't get into discussions too much. He likes getting alerts on his fanfeed about DJs and artists he follows.

Ruby plans most of their dates, but David also likes to go out with his friends. Jed is the main tastemaker of their group, so they mostly buy tickets to the shows that Jed prefers.

(Community Manager) MARYANN

Name: Maryann Rodriguez

Handle (FANS ID): Maryann_ADMIN

Age: 27

Ethnic background: Hispanic American

Resides: Brooklyn NY

Hometown: Miami FL

Profession: Community manager for FANS products

Income: N/A

Education Level: Bachelor's Degree: Journalism

Shopping: Insound, Amazon, Marshall's

Eating: Salads, storefront sushi, lives on takeout mostly

Hobbies: Follows many bands, collects music and movie memorabilia, bowling league

Vacations: Florida, Great Lakes

Technology used: iPhone, laptop (PC at home, Mac at work), Kindle

Favorite websites/apps: Social Mention, Turntable.fm, BandsInTown, Songkick

Enthusiasms: Phish, Miami Dolphins, The Police, Credence Clearwater Revival, Mets

Maryann is a community manager at FANS.com. It's her job to create and run promotions, help recruit new core users, manage user-generated content, moderate public areas of the site, and generally respond to user needs and user behaviors on the site. She's interested in finding out where FANS and FANS competitors are being talked about on the web as she can figure out where to go to recruit more users. She's interested in trends among websites and software that cover music and sports and people's hobbies. She loves to go to live events herself, especially big outdoor summer concerts and festivals. She's concerned with the quality of user-generated content on FANS.com and wants all the users to have a positive experience using the site. She hopes they will use the site to interact with their friends, and that the site can help enhance user enjoyment of their favorite activities.

Maryann is a very heavy user of the site, and would be even if she weren't formally employed by FANS.com. She is especially skilled at empowering other users to improve the level of discourse on the site, and recruiting users to take more control of their experience by suggesting features and giving feedback to the designers and developers. She looks at her work on FANS as a way of connecting to other superusers like herself, and a way to encourage casual users to get more involved and get more out of FANS.com.

STAKEHOLDERS

Our stakeholders are super-interested in translating a rich in-person experience at a live concert or sporting event into an equally rich experience online. Stakeholders also want to enable fans to extend rewarding real life experiences into the digital realm with special tools that allow them to share and comment on those real-world experiences.

Stakeholders are looking to create a vast user base which will generate content and points of engagement for other users, creating a network effect. Stakeholders are interested in collecting rich data on users and analyzing the data, for example,: how many Jay-Z fans are there in the Indianapolis area? How deeply is each of those fans invested (as measured by their activity on the site, or "cred")? Stakeholders will seek opportunities to gather data on user behavior and package that into metrics which can be shared or sold to advertisers, venue owners, and entertainers. Stakeholders are interested in leveraging/sharing that data with artist/teams/venues as a way of promoting engagement between the entertainment business world and the users of FANS.com.