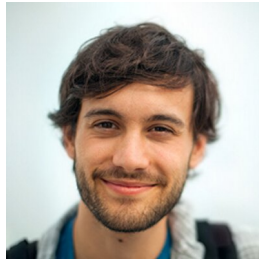


Persona by Young Beom Ko



Name: Mike Lee
Age: 21
Job: Student & part time Sales person
Income: < \$20,000
Location: Queens, NY
Favorite Team: Chelsea FC

Story

Mike is a full time student in a 4 year college with part time job as a sales person in a local home appliance store. Mike loves to watch football(soccer) especially his favorite team Chelsea. Mike is short on money so he does not own TV or have cable subscription to be able to watch his favorite European team so he either watch them illegally using the internet or goes sports bar 30 min way from home to watch the game.

Frustration

- Mike wants to watch the games in Big screen TV.
- Mike would like to watch games near his house since most European football games are aired in morning or lunch time.
- Mike would like to meet his fellow Chelsea fans as he don't have to many Chelsea fans near him.
- Mike would like to find sports bar that have non alcoholic drinks as he has work in afternoon shifts.