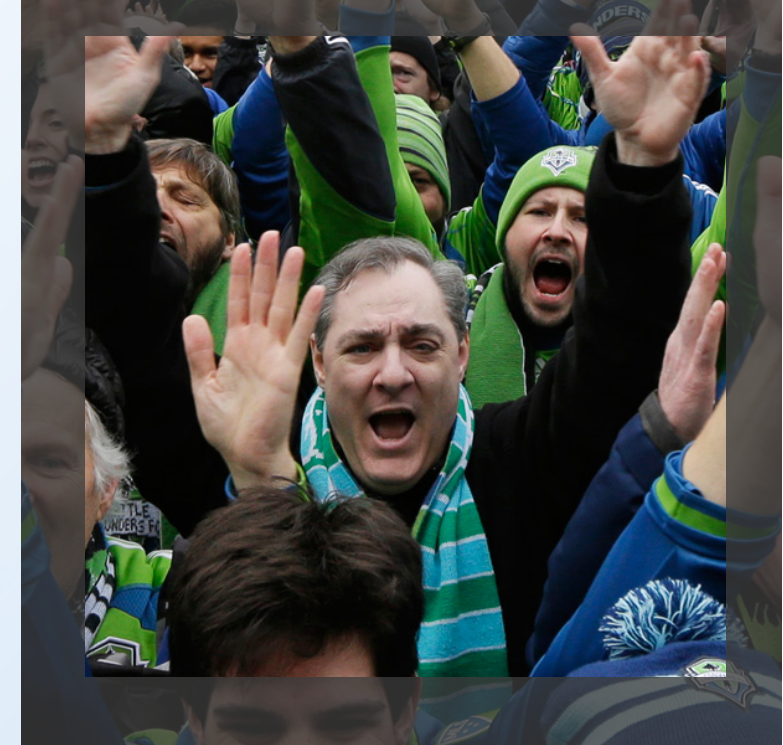


# Josh Bridger



## Quick take on Josh

<b>Age</b>	46
<b>Gender</b>	Male
<b>Occupation</b>	L6 Manager at Amazon
<b>Tech Empathy</b>	High
<b>Has</b>	Supporter Group, MatchPass
<b>Needs from app</b>	Intuitive functionality Real-time updates Ticket purchasing
<b>Pain points</b>	Difficult navigation Lack of gameday information Clunky ticket process

"Josh is a married male in his mid to late 40's. He works long hours at his tech job in the city and relishes any distraction that helps him follow his favorite local sports teams. In particular he enjoys following the sounders. He attends their games any chance he can get and usually watches or attends between 20-30 matches a year. He enjoys a good deal when he's at the game and takes full advantage of any promotions he can. When he can't attend games he usually receives updates about the game via various social media feeds on his phone. When not at the game, he also loves connecting with his fellow fans at a local pub."