

Core Commonalities

1. TRUST IS EVERYTHING

All three personas operate based on real-world credibility, not vanity metrics.

PERSONA	TRUST BEHAVIOR
COACH WILLIAMS	Won't endorse unless he means it.
DARIUS KING	Feels validated by Coach's public support.
NATALIE CHEN	Only hires when someone she trusts vouches.

Design Implications
Prioritize coach-endorsed trust signals, not clout or follower counts.

2. TIME IS LIMITED, VALUE MUST BE IMMEDIATE

None of them have time to "explore" or "figure it out." If the value isn't obvious in 60 seconds, they're gone.

PERSONA	UX NEED
COACH WILLIAMS	One-click endorsements, no tutorials
DARIUS KING	Simple profile build, fast activation
NATALIE CHEN	Filter → Signal → Connect → Hire

Design Implications
Optimize for intent-first UX. Don't onboard. Unlock.

3. THEY WANT TO HELP (OR BE HELPED) — BUT DON'T WANT TO BEG

There's mutual desire for connection and uplift, but none of them will ask twice—or ask loudly.

PERSONA	BEHAVIOR
COACH WILLIAMS	Wants to help alumni—but won't chase them
DARIUS KING	Seeks help—but quietly
NATALIE CHEN	Wants to mentor—but hates spam

Design Implications
Build intent-based nudges:
"You've coached this athlete. They're seeking opportunities."
"Coach Williams is active again. Want to reconnect?"
"This hire came from your endorsement. Want to say congrats?"

4. THEY ALL CARE DEEPLY ABOUT LEGACY

Every persona is motivated by impact, not ego.

PERSONA	LEGACY DRIVER
COACH WILLIAMS	Feels useful when his athletes succeed
DARIUS KING	Wants to prove he was more than the game
NATALIE CHEN	Believes in building teams that reflect values

Design Implications
Introduce a "Legacy Tracker" — show impact over time:
✓ "3 athletes you endorsed have been hired."
✓ "You've mentored 2 first-gen grads."
✓ "Your post inspired 4 teammates to update their status."

5. SHARED RESPECT FOR COACH-CENTERED NETWORKS

All three personas converge on one thing: the coach is the bridge.

PERSONA	COACH RELEVANCE
COACH WILLIAMS	Knows his word still carries weight
DARIUS KING	Follows Coach's lead—even after graduation
NATALIE CHEN	Filters candidates by trusted coach names

Design Implications
Build the platform backbone around the Coach node—from endorsements to talent discovery to intros.

ATHLINK ISN'T ABOUT NETWORKING. IT'S ABOUT ACTIVATION. EACH PERSONA WANTS TO TAKE MEANINGFUL ACTION—BUT ONLY IF THE PLATFORM REMOVES FRICTION, SIGNALS TRUST, AND HONORS LEGACY.