

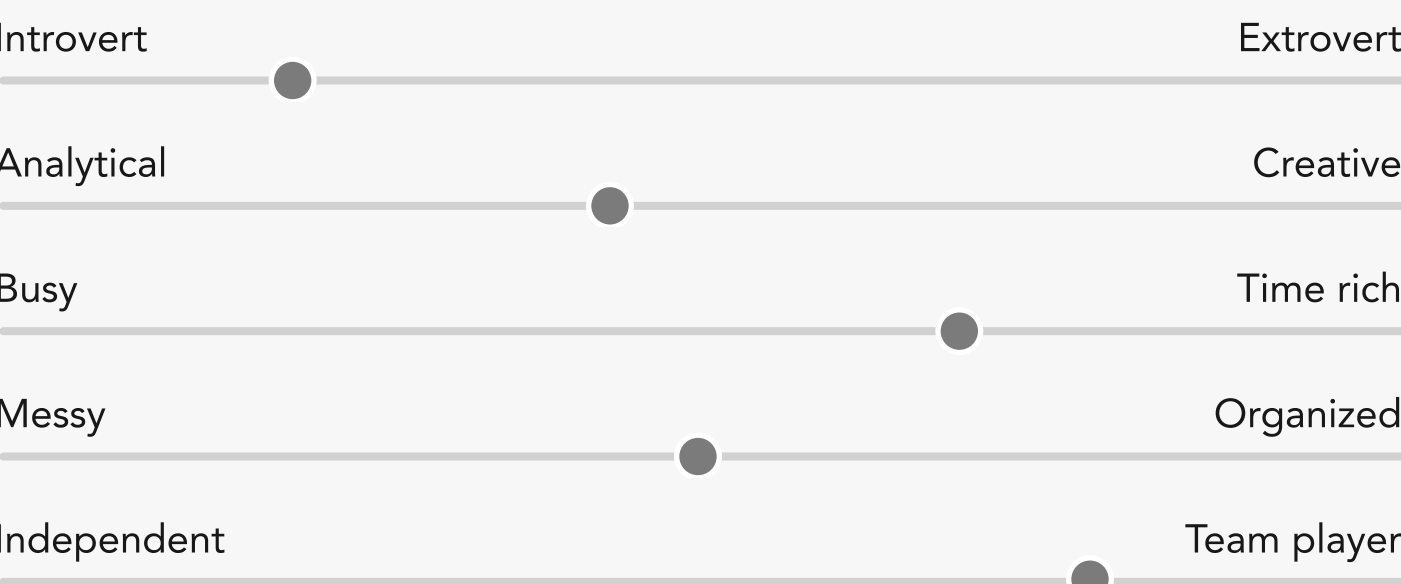
Darius King



DEMOGRAPHICS

AGE	23
GENDER	Male
ETHNICITY	Black
SPORTS	Former Safety - UofA
EDUCATION	B.S. in Kinesiology
OCCUPATION	Part-Time Trainer + DoorDash
INCOME	<\$40K
EXPERIENCE	Internships

PERSONALITY



- HUMBLE

DISCIPLINED

QUIET

DRIVEN
- RESILIENT

LOYAL

"I don't need a handout—I need a pass. Get me in the room and I'll show them who I am."

ABOUT

Darius was a starting safety at a Power 5 school, known for his discipline, quiet leadership, and film-room IQ. He graduated this past spring and, like many, didn't get a pro call. His degree was solid, but his connections are fading fast. He misses the structure and brotherhood of the locker room—and he's realizing that networking after sports is an entirely different game.

ARCHETYPE

"The Proving Ground"

He's done with the applause. Now he's building the next win—off the field.

GOALS & NEEDS

- Get connected to job opportunities that value his athlete mindset (discipline, leadership, grit).
- Stay connected to teammates, coaches, and other athletes who "get it."
- Build a personal brand post-sports.
- Get real, actionable referrals—not just empty recruiter emails.

PAIN POINTS

- No career center understands athletes.
- Feels isolated post-graduation.
- Frustrated by platforms that emphasize follower count over actual merit.
- Tired of people assuming he has no professional skills beyond sports.

PREFERRED TOOLS & CHANNELS

- Mobile-first user.
- Comfortable with DMs, group chats, short-form content.
- Email for formality, but rarely initiates contact that way.
- Has used fitness or sports apps like Hudl, Nike Training Club, and GroupMe.

BEHAVIORS & ATTITUDES

- Uses LinkedIn but feels disconnected from it ("not built for us").
- Posts occasionally on Instagram about training or motivation.
- Loyal to people who've helped him—values mentorship and team-first mentalities.
- Doesn't want handouts—just a fair shot.

MOTIVATORS

- Making his family proud.
- Proving that athletes can succeed in business.
- Helping the next class behind him avoid the same dead ends.

ENVIRONMENT & CONTEXT OF USE

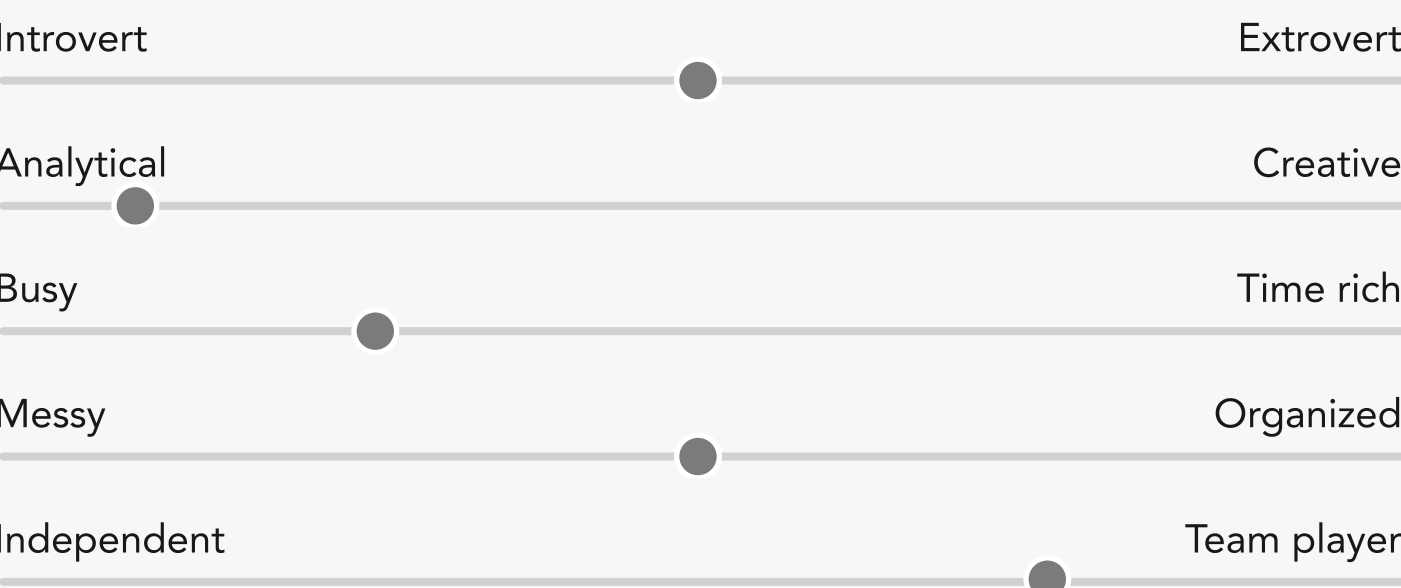
- Often on the go: working, training, commuting.
- Most likely to engage with Athlink during late evenings or weekend mornings.
- May use it while job-hunting or sharing a highlight moment from his past.



DEMOGRAPHICS

AGE	54
GENDER	Male
ETHNICITY	White
SPORTS	Former D-Back Coach - UofA
EDUCATION	B.S. in Education
OCCUPATION	Semi-retired
INCOME	\$85K
EXPERIENCE	25+ years in college coaching

PERSONALITY



- LOYAL
- DISCIPLINED
- PRAGMATIC
- PROTECTIVE
- RESPECTED
- TRUSTED
- MENTOR

“I didn’t coach these kids just to win games. I coached them to win long after the scoreboard shut off.”

The Coach

Marcus Williams

ABOUT

Coach Williams earned his stripes the hard way—he wasn’t a star athlete, but a grinder who worked his way into coaching and spent decades shaping players like Darius King. He’s coached dozens who went pro and hundreds who didn’t. He stays in touch with his athletes long after the final whistle, helping them with resumes, job referrals, or sometimes just a pep talk. He sees Athlink as a way to extend the sideline—to keep coaching even after the game ends.

ARCHETYPE

“The Builder”

He’s not here for credit—he’s here to see his players win the next chapter.

GOALS & NEEDS

- Maintain connection with past athletes to help them transition into real careers.
- Quickly and credibly vouch for the character and discipline of former players.
- Build a trusted digital “coaching tree” that reflects the legacy he’s built.
- Reduce reliance on spreadsheets, texts, and email chains for alumni tracking.

PAIN POINTS

- Constantly asked to introduce players to recruiters, job contacts, or alumni—but has no clean workflow.
- Doesn’t trust most recruiting platforms—they’re built for talent acquisition, not personal development.
- Feels guilt when a hardworking athlete like Darius gets left behind because they weren’t “flashy.”

PREFERRED TOOLS & CHANNELS

- Uses email regularly and iPhone for calls/texts.
- Checks social media passively but doesn’t post much.
- Familiar with Hudl, GroupMe, and Google Sheets for team management.
- Needs tools that don’t waste his time—he’s got “coach brain.”

BEHAVIORS & ATTITUDES

- Straight shooter. Doesn’t sugarcoat anything.
- Respected in the coaching community for integrity and development-focused approach.
- Slow to adopt new tech, but once he’s in, he’s loyal.
- Finds pride in quietly watching former players thrive in life after football.

MOTIVATORS

- Wants to be remembered as more than a coach—someone who helped shape futures.
- Cares deeply about athlete identity beyond sport.
- Legacy is more important to him than record books.

ENVIRONMENT & CONTEXT OF USE

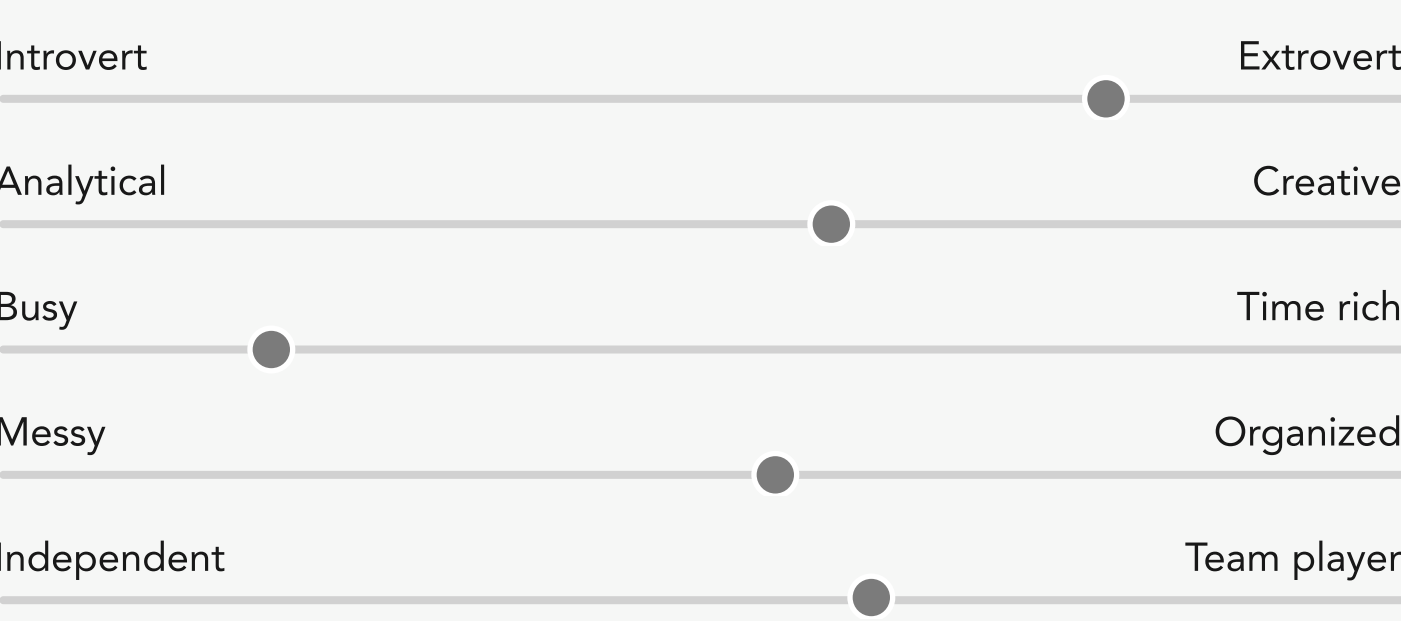
- At home office, between calls, or while attending alumni games.
- Uses Athlink during downtime to check in on athletes or respond to requests.
- Needs mobile-first UX.



DEMOGRAPHICS

AGE	38
GENDER	Female
ETHNICITY	Asian-American
SPORTS	Track & Field - 400m Hurdles
EDUCATION	B.A. in Political Science - Stanford
OCCUPATION	Co-Founder, COO - KineticOps
INCOME	\$200K+

PERSONALITY



- STRATEGIC
- EMPATHETIC
- DECISIVE
- CURIOUS
- RESOURCEFUL
- MISSION-DRIVEN

“I don’t hire resumes—I hire character. And athletes like Darius? They’ve already trained for this.”

The Recruiter

Natalie Chen

ABOUT

Natalie was a collegiate track standout—fast, disciplined, and fiercely analytical. A career-halting ACL tear during her Olympic pursuit drove her into operations and startup building. She rose through the ranks at Stripe and Uber before co-founding KineticOps, which now helps logistics, healthcare, and physical therapy orgs manage mobile workforces.

She believes in hiring former athletes who combine physical systems knowledge with mental discipline—especially those like Darius King, a kinesiology grad and former safety she recently hired through Athlink.

ARCHETYPE

“The Gate-Opener”

She doesn’t just open doors. She builds new ones for the right people—and she knows where to look.

GOALS & NEEDS

- Discover high-character, coach-verified athletes for real job placements.
- Build a hiring pipeline rooted in trust, not just credentials.
- Expand KineticOps with candidates who understand performance, movement, and structure.
- Mentor athletes with sharp minds but no access to opportunity.

BEHAVIORS & ATTITUDES

- Doesn’t have time for fluff: “If it doesn’t deliver signal in 60 seconds, I bounce.”
- Deeply loyal to her network—believes in backchannel trust over cold resumes.
- Skims fast, acts decisively.
- Avoids traditional recruiting platforms. Too much noise, not enough context.

PAIN POINTS

- Athletes rarely know how to translate their value off the field.
- No clear bridge from sports + education → real jobs.
- Generic hiring platforms don’t surface character, discipline, or trusted endorsements.
- She can’t scale warm intros fast enough through existing networks.

MOTIVATORS

- Change the narrative that athletes only belong in sports.
- Invest in character-first hires that outperform pedigree.
- Scale mentorship through action—not just advice.
- Build teams that operate like the best squads she ran with on the track.

PREFERRED TOOLS & CHANNELS

- iPhone-first, but uses desktop for review
- Loves Slack, Notion, Loom, and Airtable
- Avoids LinkedIn unless validating someone post-discovery
- Engages with brief, structured signals: shoutouts, vouch blurbs, shared credentials

ENVIRONMENT & CONTEXT OF USE

- Often multitasking between hiring tools and team apps
- Engages weekly during hiring cycles
- Filters candidates by coach endorsement + education background
- Values speed, signal clarity, and low noise

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

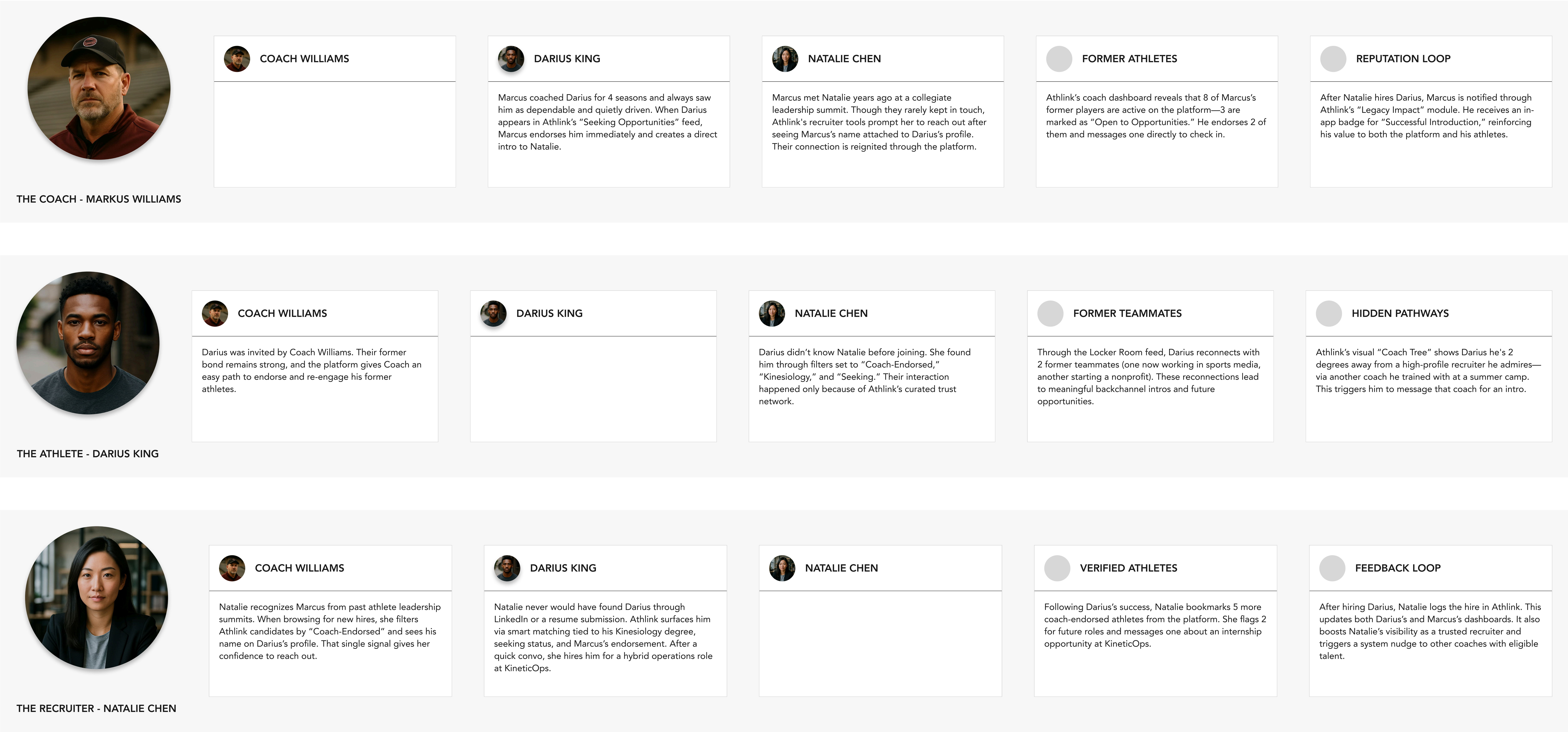
All three personas converge on one thing: the coach is the bridge.

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.

Athlink-Specific Connections





THE COACH - MARKUS WILLIAMS



COACH WILLIAMS



DARIUS KING

Marcus coached Darius for 4 seasons and always saw him as dependable and quietly driven. When Darius appears in Athlink’s “Seeking Opportunities” feed, Marcus endorses him immediately and creates a direct intro to Natalie.



NATALIE CHEN

Marcus met Natalie years ago at a collegiate leadership summit. Though they rarely kept in touch, Athlink’s recruiter tools prompt her to reach out after seeing Marcus’s name attached to Darius’s profile. Their connection is reignited through the platform.



FORMER ATHLETES

Athlink’s coach dashboard reveals that 8 of Marcus’s former players are active on the platform—3 are marked as “Open to Opportunities.” He endorses 2 of them and messages one directly to check in.



REPUTATION LOOP

After Natalie hires Darius, Marcus is notified through Athlink’s “Legacy Impact” module. He receives an in-app badge for “Successful Introduction,” reinforcing his value to both the platform and his athletes.



THE ATHLETE - DARIUS KING



COACH WILLIAMS



DARIUS KING

Darius was invited by Coach Williams. Their former bond remains strong, and the platform gives Coach an easy path to endorse and re-engage his former athletes.



NATALIE CHEN

Darius didn’t know Natalie before joining. She found him through filters set to “Coach-Endorsed,” “Kinesiology,” and “Seeking.” Their interaction happened only because of Athlink’s curated trust network.



FORMER TEAMMATES

Through the Locker Room feed, Darius reconnects with 2 former teammates (one now working in sports media, another starting a nonprofit). These reconnections lead to meaningful backchannel intros and future opportunities.



HIDDEN PATHWAYS

Athlink’s visual “Coach Tree” shows Darius he’s 2 degrees away from a high-profile recruiter he admires—via another coach he trained with at a summer camp. This triggers him to message that coach for an intro.



THE RECRUITER - NATALIE CHEN



COACH WILLIAMS



DARIUS KING

Natalie recognizes Marcus from past athlete leadership summits. When browsing for new hires, she filters Athlink candidates by “Coach-Endorsed” and sees his name on Darius’s profile. That single signal gives her confidence to reach out.

Natalie never would have found Darius through LinkedIn or a resume submission. Athlink surfaces him via smart matching tied to his Kinesiology degree, seeking status, and Marcus’s endorsement. After a quick convo, she hires him for a hybrid operations role at KineticOps.



NATALIE CHEN



VERIFIED ATHLETES

Following Darius’s success, Natalie bookmarks 5 more coach-endorsed athletes from the platform. She flags 2 for future roles and messages one about an internship opportunity at KineticOps.



FEEDBACK LOOP

After hiring Darius, Natalie logs the hire in Athlink. This updates both Darius’s and Marcus’s dashboards. It also boosts Natalie’s visibility as a trusted recruiter and triggers a system nudge to other coaches with eligible talent.