

Ford, Darien
Personas

Capstone Project: Veteran Golf Gang

Persona 1: Darius
Age: 38
Device: Samsung Galaxy S25U

Background

Darius recently retired after over 20 years in the U.S. Army. Although proud of his service, he is currently adjusting to the loss of structure and community. He seeks active hobbies to foster a sense of belonging. While interested in golf, he is a novice to the sport.

Goals

- Learn golf from the ground up
- Build a new routine that keeps him active
- Connect with other veterans in his area
- Find beginner, low- pressure courses

Behaviors

- Tech savvy, uses apps daily for scheduling, social connections
- Prefers well guided, step-by-step instructions
- Responds well to progress markers

Motivations

- Build military camaraderie with veterans on the golf course
- Improve mental and physical well-being
- Establish a new identity and social circle after military career.

Persona 2: Melissa
Age: 40
Device: Iphone 17

Background

Melissa is a Marine Corps retiree who enjoys golf but feels uncomfortable participating in male-dominated spaces. She is looking for a safe, inclusive space to play and connect with other women veterans.

Goals

- Find/Create golf groups with other women veterans
- Feel safe and included while participating
- Build a strong community/ social circle.

Behaviors

- Selective about who she interacts with
- Prefers filters for preferences
- Likes structured environments

Motivations

- Feel comfortable and respected
- Build meaningful social connections
- Enjoy golf without social pressures

Persona 3: Brian

Age: 32

Device: Google Pixel

Background

Brian is preparing to separate from the U.S. Air Force. He is already an experienced golfer and prefers playing with others at a similar skill level. He values structure, competition, and shared military background.

Goals

- Find advanced-level golf partners
- Play with other Air Force veterans
- Participate in competitive events

Behaviors

- Uses filters to narrow down options
- Prefers structured events and recurring play.
- Seeks performance tracking and competition

Motivations

- Maintain a competitive edge
- Connect with like-minded veterans
- Track progress and performance