
Jim, 42: PR Manager



Location

Jim will be based in the city centre but is in charge of broadcasting news about the championships to people across the city.



History

In the past Jim has used social media but not everyone has access to this.

He has also used billboards but these needed updated too frequently. Jim is looking for a way to share information and keep the news live and current.



First Thoughts

Where should Jim focus his efforts in the city?

What are the different ways of communicating information?

How can Jim keep information current?

Jim, 42: PR Manager



As events manager it is my job to broadcast all the facts about the games to the public. This includes what times events will take place and who has won what. I can't do this over social media as not everyone has that. I want to make sure I can reach as many people in the city as possible and make it interactive.



Dani, 48: Sports Photographer



Location

Dani will be photographing the events at the outdoor venues for various local papers.



History

As a sports photographer Dani regularly covers outdoor events. If it starts to rain she normally covers herself with a waterproof sheet.

This is effective but can make moving to get the right shot quite difficult. Dani wants her and her camera protected from the weather but still be able to move



First Thoughts

How large does this waterproofing need to be?

What materials will it have to be made from?

Dani, 48: Sports Photographer



As a sports photographer it is my job get action shots of all the athletes for local papers and the championship website. This means I have to attend both the indoor and outdoor events. I can become quite difficult when it start to rain as I only have a waterproof sheet to protect me and the camera from getting wet. This can make it hard to get the photograph I need.



Wes, 55: Events Coordinator



Location

Wes will be based in the city centre but needs information from all European Championship venues.



History

In the past Wes has hired someone to stand at the door and scan tickets to keep track of numbers. He has realised this does not work as tickets are not checked when spectators leave the building.



First Thoughts

How can Wes tell if someone has entered/exited a building?

Is there a way to measure how many people are in a building?

How will this work at outdoor venues such as Glasgow Green?

Wes, 55: Events Coordinator



As events coordinator I need to know the number of people in a venue at all times. I need a way to measure this for all venues at the games. I would also like to share this information with the public so they know how many people are in the same area.



Cole, 18: Competitor



Location

The triathlon takes place at Strathclyde Country Park and consists of a 1.5km swim, 40km bike and 10km run.



History

Cole has been competing for years and knows you quickly lose water with this type of high intensity exercise.

He has even had to drop out of races in the past because of dehydration.



First Thoughts

What is Cole's main issue?

How would he normally keep track of water intake and why can't he do that while competing?

Cole, 18: Competitor



Taking part in the triathlon is tough and can really wear you down. Sometimes I don't even realise how dehydrated I am until I cross the finish line. I need a way that can keep track of my water intake so not to fall ill.



Laura, 42: Events Coordinator



Location

Laura is based in the city centre but coordinates the staff at all venues across the city.



History

In the past if she sees an area in the venue getting particularly busy she calls for more staff to move there. This is difficult in large noisy venues as staff can't always hear her on the radio.



First Thoughts

Is there a way that Laura can keep track of where the crowds and staff in the venue are?

How can she quickly alert staff to move from one area to another?

Laura, 42: Staff Coordinator



I have the job of coordinating all the staff for the European Championships. Sometimes I would like to move more staff to one area if it is busy but it takes time to call them all. I would like a way to notify staff if they have to move area quickly.

