patagonia® USERS

User Journey

Discovery	Download	Usage	Reward

Casual Hiker

Defining Characteristics:
Goes on short hikes.
Averages 1 hike/mo.
Shops at REI occasionally.
Owns 1 pair of boots.

Discovery	Download	Usage	Reward
Finds app while shopping at REI.	Gets app right away and checks it out.	Plans a short hike around an event.	Gets patches to show off. Takes and shares photos.

Pro Hiker

Defining Characteristics:
Goes on long camping hikes.
Averages 2 hikes/mo.
Shops at REI and specialty stores.
Owns high eng gear.
Has a GPS and "prosumer" camera.

Discovery	Download	Usage	Reward
Sees app in pro hiking publication.	Gets app while preparing for a long hike.	Uses app at night when he is camping out.	Gets to share photos and events with other pro hikers.

Space Fan

Defining Characteristics:
Avid space documentary fan.
Owns a mid priced telescope.
Has hiked with family before.
Does not own hiking gear.
Uses phone as camera.

Discovery	Download	Usage	Reward
Finds the app while searching for space events.	Downloads the app to see what is close by.	Finds an easy hike near by to try out.	Gets to see astrological events in a whole new way.