



# Sophie

Outdoor Enthusiast | 23

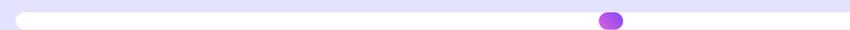
“The Outdoor Enthusiast likes to participate in outdoor activities for personal enjoyment and health benefits.”

## Goals / Jobs-To-Be-Done

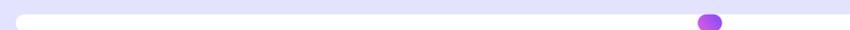
Not Important Important



I participate in outdoor activities for the health benefits



Participate with others that share my interests



I'm very willing to step out of her comfort zone

## Goals / Jobs-To-Be-Done

Sophie is a fairly active 23 year old living outside of Kingston, Ontario. From a young age she was passionate about the outdoors and attended summer camp every year from 8 to 18 years old. Sophie goes swimming every other day and hikes with friends almost every weekend. She feels very confident about her physical shape and wants to build up to hiking the Appalachia trail within the next year. She hopes to use this product to set goals for hiking on local trails that can prepare her but that her significant other, who is in much worse shape than her, can also handle. Sophie is also concerned about pushing herself too far, having torn her ACL skiing last year, and wants to balance her training with safety.

### ● Goals

- Find new challenges
- Involve friends in her adventures
- Avoid getting hurt or pushing herself too hard

### ● Attitudes

- It's important to spend money on quality gear
- I want to conquer the biggest outdoor challenges
- I love going on adventures with friends and family
- I'm growing more cautious of getting hurt

### ● Motivations

- Stay active & feel young
- Step out of her comfort zone

### ● Pain Points

- Significant other is not as athletic as her
- Organizing game sessions with friends
- Bring randoms into game sessions b/c core friends are unavailable



# Kevin

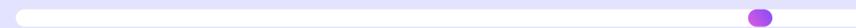
Active Parent | 37

“The Active Parent used to spend a lot of time outdoors and is working to maintain that lifestyle within their family.”

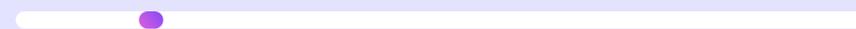
## Goals / Jobs-To-Be-Done

Not Important

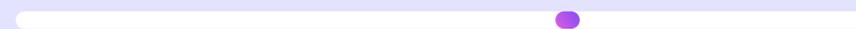
Important



I want to do group activities



Pushing themselves to their limit



Finding something they can pursue long term

## Goals / Jobs-To-Be-Done

Kevin was always extremely active outdoors, going on backpacking vacations and spending as much time as possible exploring their town and surrounding area but his significant other was not. Since having their kid, the amount of free time they've he's to pursue these passions has dropped dramatically. Kevin hopes that they can find outdoor activities that give them a sence of achievement but are not too challenging that they can't bring their child with them. They're not ready to invest in gear right now so staying close to home and getting active little by little is much more achieve-able.

### ● Goals

- Share accomplishments with their SO
- See more of the area surrounding their town
- Feel reinvigorated

### ● Attitudes

- Can do attitude
- Worried about getting hurt
- Unable to invest much money in activities
- Extreme sports look awesome

### ● Motivations

- Maintain relationships
- Do something fun with friends
- Challenge themselves

### ● Pain Points

- Having to be responsible for their child
- Scheduling activities around their busy schedule
- They have become sedentary over the past few years of raising a child



# Cole

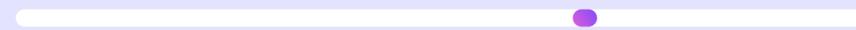
Solo Explorer | 18

“The solo explorer is willing to take on any challenge and they’re looking to gain knowledge that will help their adventures.”

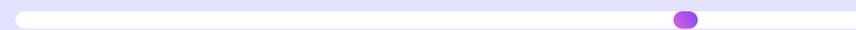
## Goals / Jobs-To-Be-Done

Not Important

Important



Challenging himself



Setting goals and reaching them



Having fun

## Goals / Jobs-To-Be-Done

Cole graduated highschool in 2018 and decided to take a gap year to travel and explore the world. He has always had a passion for rock climbing and wants to climb "120 Degrees" before going back to school. During highschool he focused on developing his free climbing skills instead of making friends and feels he is a strong climber. He's confident he can achieve his goal but isn't sure how to progress there. Cole does not realize how inexperienced he still is and climbing difficult routes makes him a danger to himself and other climbers. He needs to find a path that can slowly build his skill while still feeling a sense of accomplishment from the climbs.

### ● Goals

- Expand their personal abilities in the outdoors
- Challenge themselves “Live Life”
- Improved self reliance

### ● Attitudes

- My outdoor adventures are a key part of my identity
- People are measured by their successes
- Asking for help is overrated
- I’m going to be young forever

### ● Motivations

- Follow in the footsteps of extreme sports athletes
- Show his family he can take care of himself

### ● Pain Points

- Going out alone puts him at risk
- Doesn't know what he doesn't know
- Everyone tries to make activities social



# Diana

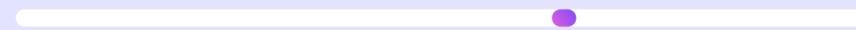
Indoor Enthusiast | 41

“The Indoor Enthusiast was injured hiking 3 years ago and has had a strong dislike of the outdoors ever since.”

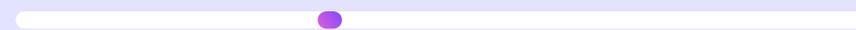
## Goals / Jobs-To-Be-Done

Not Important

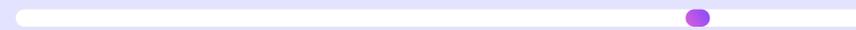
Important



Personal “me” time



Supporting her friends and family



Finding activities her kids can be involved in without her

## Goals / Jobs-To-Be-Done

Diana was injured hiking three years ago and has not wanted to get back into any kind of outdoor activity since. She has a 14 year old daughter that recently has gotten very interested in bouldering. She takes her daughter to a local climbing gym three times a week but spend most of the time reading a book while her daughter climbs. She has no motivation to participate or even cheer on her daughter, saying this is some of the only free time she gets during the day and is going to make the most of it.

### ● Goals

- Content
- Content
- Content

## Work In Progress

### ● Attitudes

- I’ve earned my spot here
- There isint enough time to do everything

### ● Motivations

- Personal Satisfaction
- Caring for her family

### ● Pain Points

- Taking care of kids
- Balancing work and leisure
- Finances