

Danny - The Hippy Vagabond



32, male
 Location: Bali, at the moment
 Occupation: Holistic Counselor, traveler

Scenario: Danny is visiting a friend in Barcelona and wants to identify spots to surf nearby.

Goals:

- Determine spots to surf in Barcelona
- See forecast for each spot
- Find out ideal surf conditions for each spot

<p>Phase 1 Find surf spots in Barcelona</p> <ol style="list-style-type: none"> 1. Search for surf spots in/within a certain radius of Barcelona 2. Favorite spots 3. Read about each spot 	<p>Phase 2 See forecast for nearby spots</p> <ol style="list-style-type: none"> 1. Pull up weekly forecast for a spot 2. Compare forecasts of different spots 	<p>Phase 3 Determine ideal surf conditions for nearby spots</p> <ol style="list-style-type: none"> 1. Identify surf spots with positive weather forecast 2. Determine the ideal conditions for spots such as tide, and wind direction
<p><i>"I'm in Barcelona visiting a friend - I wonder where I can get in a good surf while there?"</i></p>	<p><i>"Let me check the weather for the upcoming week."</i></p>	<p><i>"Weather looks good in 2 of those spots. I'd like to read more about them to understand ideal conditions so I can be on the lookout during the day."</i></p>
<p>excitement for a new swell</p>	<p>curious of unknown forecast overwhelmed with many options</p>	<p>excited for potential ideal conditions in a few locations</p>
<p>Opportunity Ability to enter certain radius around location in search function</p>	<p>Opportunity Ability to compare forecasts of more than one spot</p>	<p>Opportunity Each spot reveals its ideal conditions (tide and wind direction) To set an alarm for forecast of ideal/ desired condition at certain spot</p>

Tina - The Beginner



24, female
 Location: San Francisco
 Occupation: Audio Engineer

Scenario: Tina wants to set up alerts for ideal surf conditions for her level (beginner) in her local area.

Goals:

- Set her location
- Set her skill level & desired conditions
- Create alert for future

Phase 1 Opt to create an alert 1. Choose to set an alert	Phase 2 Input desired conditions 1. Input skill level (beginner) 2. Input desired conditions (swell size...) 3. Input location and desired radius	Phase 3 Save and set alert 1. Save alert settings
<i>"Since I'm just started out, I may not always be checking the app so I want to create an alert"</i>	<i>"I'm a beginner so I only want to know about beginner conditions"</i>	<i>"This will be so useful"</i>
overwhelmed with stats and interpreting forecasts	happy for convenience to create a profile of desired conditions	excited for future alerts curated for herself!
Opportunity Initial options can include setting alerts or search function	Opportunity Create personal profile so app can cater to user specifically	Opportunity Once alert is received, can offer directions or link to map

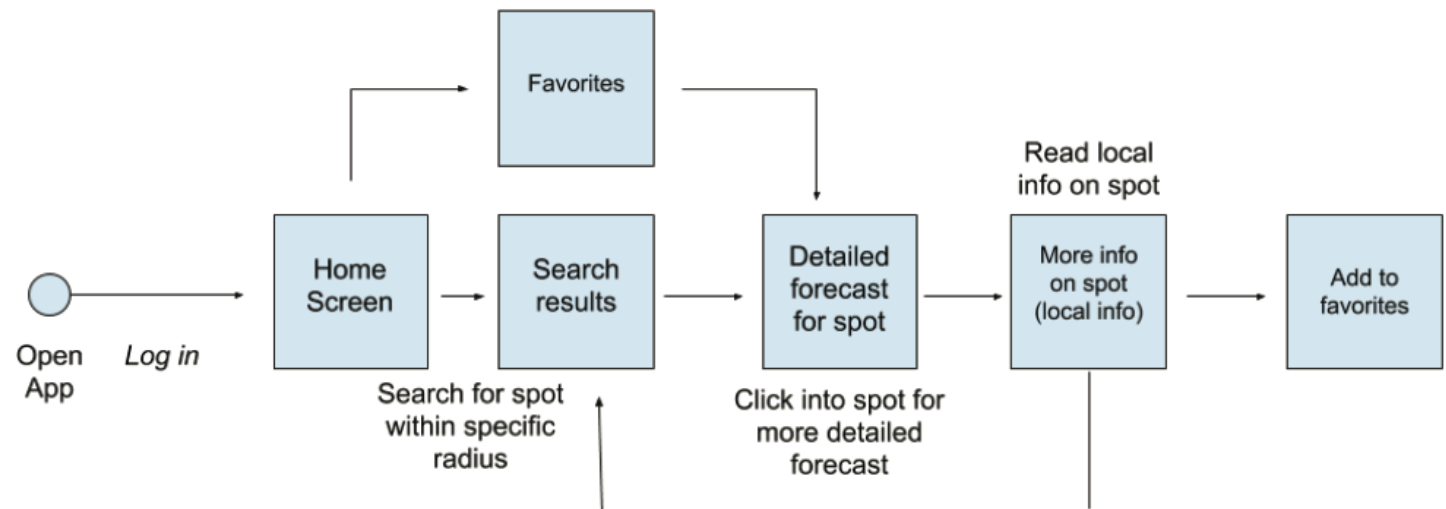
Danny - The Hippy Vagabond



32, male
Location: Bali, at the moment
Occupation: Holistic Counselor, traveler
Single

Persona: Danny, The Hippy Vagabond (advanced surfer)

Objective: As a [traveling, advanced surfer], I want [to determine a time of day and break that meets my level of experience], so that [I can enjoy my time in a new place].

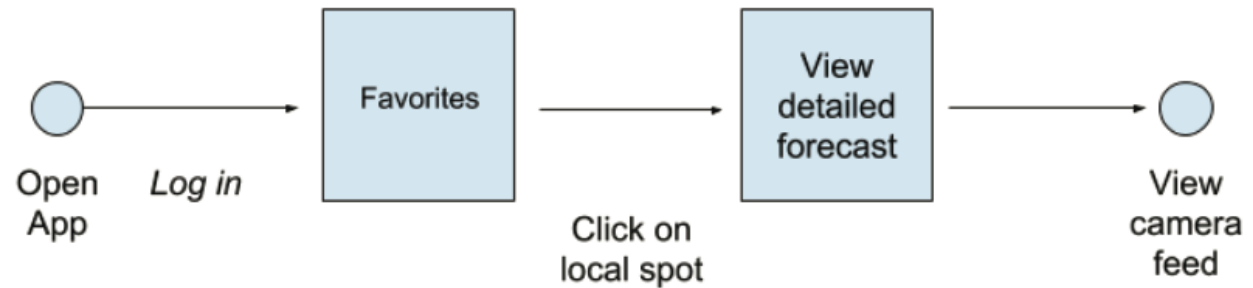


Tina - The Beginner



Persona: Tina, The Beginner

Objective: As a [beginner surfer], I want [to set up alerts for my ideal surf conditions], so that [I won't find myself trying to surf something too dangerous].



24, female

Location: San Francisco

Occupation: Audio Engineer

Single

Ally - The Working Local



Persona: Ally, The Working Local (intermediate surfer)

Objective: As a [working local], I want [to easily access live-feed for my local spot], so that [I can decide how to spend my evening].

30, female
Location: San Francisco
Occupation: Teacher
Married

