



Angela

Age: 22

Education: Associates in Arts

Hometown: San Diego, California

Family: 2 Sisters

Occupation: Office Assistant

“Riding my bike helps me relax and improves my health”

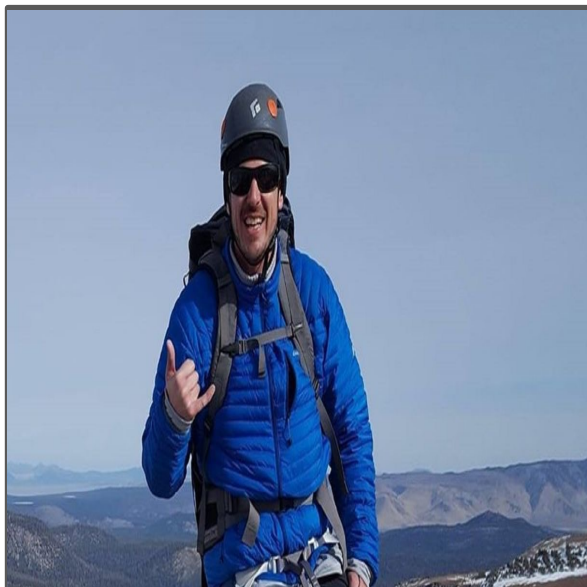
Goals

- Finish school to become a Physician Assistant
- Start riding her bike with her sisters and spend time with them

Frustrations

- Angela has a busy schedule and it makes it hard for her to find time to ride her bike
- Needs special pedals for her feet
- Hard to navigate websites that are cluttered

Angela is a thriving millennial located in San Diego. She is the middle child in her family as she has a older and younger sister. Angela and her sisters used to ride their bikes all the time as kids, but they haven't in a long time and want to start again. Since Angela is back in school and working full time, her schedule is a bit limited. However she wants an easy and convenient way to find and buy custom bikes for her and her sisters.



Cliff

Age: 33

Education: Bachelors in Forensics

Hometown: Charlotte, NC

Family: Single

Occupation: Investigator

"I am an adventurous person who likes to use my bike whenever I can."

Goals

- Obtain a promotion at his company
- Perform a Triathlon

Frustrations

- The user can't find customized bikes
- Has a ankle injury
- Isn't too tech savvy
- Doesn't have availabilityy to go to a local shop for a bike

Cliff is a bachelor who lives in the heart of downtown Charlotte, NC. Cliff works as a investigator for a Forensics company. He uses his bike whenever he can. Whether that's commuting to work, on a trail, for a workout, or just a relaxing ride for fun with his friends. However he has some frustrations with ordering bikes online. He wants a bike he can customize for his needs, and is affordable.

