User Classes:

* Competitive Athletes
  + Meticulously record
    - Want tons of detailed data
    - Essentially a power user
  + Loosely record
    - Want the process to be as easy as possible
    - Still want the max amount of data
* Recreational Athlete
  + Does it for interest
  + Wants to have an improved experience due to better sk / wax selection
* Ski/ wax Company
  + Want statistical data
  + Allows them to produce better products
* Coach
  + Needs it to allow for helping athletes with ski selection
* Wax tech
  + Uses it to create better skis
  + Allows them to review previous data
  + See what waxes worked