

Mate Johnson

age: 20-35

residence: Eastern Suburbs, Sydney

education: Carpentry Certificate

occupation: Carpentry

marital status: In a relationship, no kids



"Might go for a log hey"

Enjoys a morning routine such as yoga/stretch/surf, has a Monday to Friday job within construction, drives by Bronte, Tamarama and Bondi beach on the way home in the afternoons to check the surf, most likely has a sunset surf. Browsing on his phone throughout the day, is following multiple surfing pages on social media, such as Instagram.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Having a board for every different condition, so that any surf can be a successful surf.

Needs

- The possibility to customise a board for his needs
- Mobile friendly browsing, where the majority of the browsing occurs
- Communication with the shaper for their expertise and feedback on his surfing and his choice of boards

Wants

- Having boards with clean, eye catching designs
- To enter a surf competition
- Live in a van and surf around Australia

Values

- Unique designs
- Sustainable material
- Supporting local shapers

Fears

- That old knee injury acting up and stopping him from being the active person he is today. When riding a board that is not fully suitable for the conditions, he can feel that he has pushed his knee in an uncomfortable way.

