



Your proto-persona's name

- William Burns

Super keen Winter Climber

Behaviours

- Climbs most weekends
- Meets the other Edinburgh Uni Mountaineering Club members on a Thursday evening to drink beer and plan weekend trips.
- Spends time pouring through guidebooks and noting routes he would like to climb.
- Trains lots for climbing.
- Works hard on his degree too and doesn't have much flex in his week.

Demographic information

- Final year Geology Student
- Single and very climbing focussed
- Not very well off, but has enough cash to climb in Scotland most weekends
- Pretty tech savvy. Has access to laptop in his shared flat and has an iPhone4s.
- Lives in Edinburgh

Needs and goals

- Wants to climb hard Winter routes when they are in good condition.
- Likes being the one who suggests the best option for weekend climbing over a beer on Thursday.
- Wants a quick way of reviewing his climbing options based on the conditions, preferably over a beer on a Thursday evening.



Your proto-persona's name

- Jennifer Williams

Professional who uses Guides to maximise mountaineering access

Behaviours

- Limited on time during the week due to work commitments.
- Likes to go climbing at weekends, but limited as her partner isn't a climber. Generally only available to get out once a month.
- Not having much time to climb, she likes to limit herself to routes she is comfortable climbing.
- Tends to climb with a guide, in Summer and Winter
- Likes to choose her own routes, or at least suggest suitable routes to her guide.

Demographic information

- Criminal Defence Lawyer
- In a relationship with a non-climber
- Plenty disposable income
- Super tech savvy, all the gadgets

Needs and goals

- Efficient search of for routes of suitable technical difficulty.
- Doesn't get out much, so is looking for top quality routes when she does.
- Likes a good long route.



Your proto-persona's name

- Mark Radford

Family orientated recreational climber who likes good aesthetic Winter lines

Behaviours

- Gets out climbing locally with his Wife and other pals most weeks.
- Climbs a couple of weekends a month.
- Gets out a few times a Winter with his Sons.
- Doesn't like climbing Summer routes in Winter, preferring Winter only lines.

Demographic information

- Semi-retired teacher
- Married with 2 grown up Sons
- Wife also climbs (annoyingly well for his taste)
- Both Sons also climb better than him, but he still likes to get out.
- Comfortable financial situation, but nothing flash
- Happy with computers, but not keen on smart phones. Has laptop in the house and access to work computers most days.

Needs and goals

- Wants to come up with good suggestions for Winter routes before his sons (or his Wife!), at the right standard for the team
- Wants to find good Winter only lines to climb
- Is quite keen to finish his list of cold climbs ticks, but only in suitable conditions