

Aaron



"I am never lost in the mountains, its where I find myself"

Age: 23

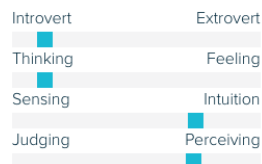
Work: Entry lvl. Web Developer

Family: Single

Location: Draper, Utah

Character: Introverted

Personality



Humorous

Introverted

Calm

Goals

- Explore new Mtn. Bike Trails
- Have a family & Solid Career
- Experience all types of outdoor activities

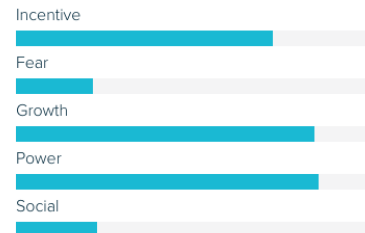
Frustrations

- Avoid Injuries
- Introversion prevents Aaron expanding into new solid relationships
- His current work-from-home job prevents him from expanding his current social circles.

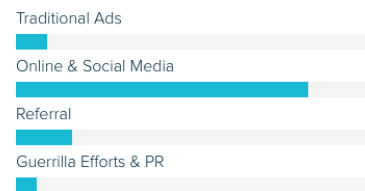
Bio

Aaron is a recent graduate in web design. He currently works from home and enjoys the flexibility his job gives him. He uses this flexibility to be outdoors. Aaron enjoys biking, golfing, hiking, and dirt biking. He loves to try new outdoor activities but struggles to build relationships because of his current work-from-home job and introverted personality type.

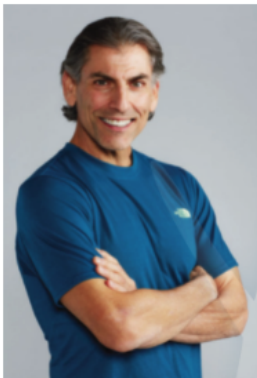
Motivation



Preferred Channels



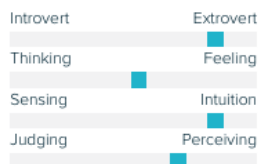
Bill Davis



"Focus on your goals, not your obstacles"

Age: 41
Work: Warehouse Manager
Family: Married, 2 kids, 2 dogs.
Location: San Diego, CA
Character: Outgoing.

Personality



Outgoing

Optimistic

Athletic

Enthusiastic

Goals

- Complete an IronMan Triathlon.
- Become his companies regional warehouse supervisor.

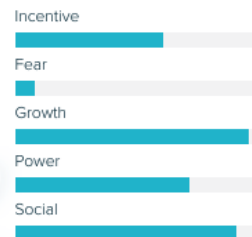
Frustrations

- Individuals with negative tendencies.
- An obstacle that prevents this user from achieving their goals.
- Current social networking is too saturated with unnecessary advertisements and too cumbersome for him to learn.

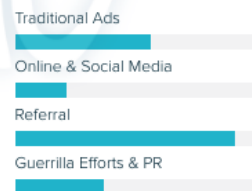
Bio

Coming from a long line of athletes, Bill continues his fathers legacy but competing regularly in Marathons, Triathlons, and any other physically demanding event in his area. He is passionate about his work and ensuring that all of his employees are treated with respect and gratitude. Bill actively includes his young children in his outdoor activities and hopes to compete in an IronMan with his son one day. Being one of the leaders of his road race bike team he is constantly introducing new people to the sport and showing them the ropes of road biking.

Motivation



Preferred Channels



Sadie

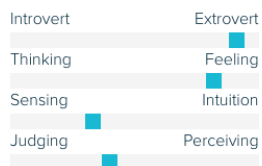


"Be active, be **energetic**, be enthusiastic and you will accomplish your object."



Age: 26
Work: Marketing Manager
Family: Married, 2 Kids
Location: Austin, Texas
Character: Energetic

Personality



Bubbly

Active

Optimistic

Grateful

Goals

- Live an active and healthy lifestyle
- Cater to family needs
- Own a marketing firm

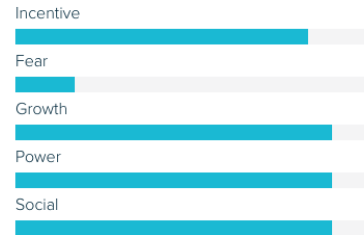
Frustrations

- Lazy co-workers.
- Getting those around her to be as enthusiastic about projects as she is.
- Micro-management

Bio

Sadie is a working mom. Her current role is a marketing manager at a small business. She is an avid gym enthusiast and a entry level road cyclist. She enjoys being active and discovering new hobbies. Sadie has a large social circle due to her fun outgoing personality.

Motivation



Preferred Channels

