**URBNFLW**

URBNFLW is for people who skate and roll in different scenes

A media/news organisation based in London tailored for young people and free minds who like to kickback and roll. It is for the skating community no matter what scene you’re from, whether you’re a beginner or getting back into it or even if you're here purely just for vibes, we ride together.  
The website will be encoded with posts from local skaters, drops on any skate merch or meetups, provide articles surrounding the skate scene and news for skaters by skaters. It will also provide clips by skaters showcasing the latest trends, hacks/tips, n tricks. We will also be launching an upcoming fashion line to help support charities and local communities to make sure everyone gets help and is involved. It will also entail deals on skates and anything skate-related, and we will sometimes announce meetups and events on the site. This can be done as a secret announcement/secret drop or as well as promoted via the public calendar.  
  
On the website, there will also be a live journey planner and tube status board backed by TFL in real-time to help skaters plan their journey to our meetups

User will be able to create their own account for shopping or posting on the site, and they can also sign up for newsletters.  
Users can upload and submit their videos on the site to showcase their talent and can contest for “skate of the day” or for future competitions

The site is meant to help other skaters be discovered as well as give a look into the skate scene.  
We will try to help and support creators as well as support local businesses skate related and local communities  
  
The goal is to be an online community, a brand, a meaning to people, to the younger generation.  
And to build a trust with the skate scene and make young people feel heard

I want to stand out and make something that makes something to the skate community and young people in general.

User Persona’s

Behaviours:

* Beginner skater
* Professional skater
* Only for vibes

Nnaemeka - The Beginner Skater  
Nnaemeka is trying to start in roller skating, he has had trouble finding where to start before URBNFLW  
Age: 19  
Software Engineer  
Nnaemeka will be using the site to learn how to skate and how to join the LDN skate scene  
He will be using the sections in the website to navigate his way to nearby clubs and classes for learning how to skate and make new friends

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| Goals | Challenges |
| Very Active (At Least tries to) | Doesn’t know a thing about skating |
| Outgoing | No clue where to look |
| Risk Taker | Hasn’t got skates |

Shan – The Professional Skater  
Shan is a natural at roller skating, she has been skating for years now. She even introduced Nnaemeka to skating recently  
Age:18  
Photographer  
Shan will be using the site to find the latest trends and moves for skating as well as future meetups and competitions. She can use the websites journey planner backed by TFL in real time to plan her journey for these meetups

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| Goals | Challenges |
| Natural at skating | Lives in a secluded area |
| Outgoing | Limited time |
| Very Techy | Transportation |

Natasha – For Vibes Natasha usually skates for fun. She skates with her friends and enjoys herself while doing so. Purely for good vibes  
Age 18: Administrator

Natasha will be using the site to find the best deals on skates, then will either purchase them directly on the site or compare to other skates from the site.

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| Goals | Challenges |
| Knows a lot of people who skate | Lives far away |
| Very Friendly | Can’t find any events near her |
| Has Skates | Cheap |