Date	25 October 2023
Team id	NM2023TMID03474
Project	**HOW TO ADD A GOOGLE ANALYTICS TO A WEBSITE**

Bikers club

SAYS

- I need a reliable bike for my trip
- I want affordable rental options
- The staff is friendly and helpful
- Their repair service is excellent

THINKS

- I need a bike that suits my style
- Are the rental bikes well-maintained?
- Any discounts for members?
- I should join the group rides

DOES

- Compares bike models and rental prices
- Joins group rides and events.
- Seeks advice on maintenance and upgrades.
- Shares positive experiences with others

FEEL

- Relieved to find trustworthy repairs.
- Excited about discovering new trails
- Connected to a supportive community.
- Valued and appreciated as a customer

GAIN

- Reliable Bikes and Services
- Community Connection:
- Adventure and Exploration:

PAIN

- Uncertain Bike Selection
- Rental Quality Concerns
- Lack of Incentives: