



"I'm not sure what I'm getting into. I want clear instructions on how it works."

Linda, the nervous newcomer

ATTRIBUTES

- Not confident in navigation skills
- Wears un-specialized hiking or running clothes and shoes
- Wants to learn a lot before trying it
- Concerned about getting lost or looking dumb
- Sees orienteering as a means to learn a wilderness skill
- Interested in wilder venues but does not possess the skills

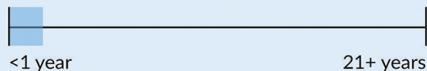
LOYALTY TO THE CLUB

- Attends few meets, chooses longer activities (hiking) instead
- Chooses meets that are convenient by location or schedule
- Attends when she can get a friend to do it with her
- Won't travel far for short meets

MOTIVATIONS

- Gain confidence navigating
- Apply skills to hiking

EXPERIENCE ORIENTEERING



AGE 25-54 years old

TECHNOLOGY

- Desktop and mobile
- Google or wall calendar
- Google Maps for directions
- Current smartphone

ESTIMATED % OF ALL USERS

10%

GOALS

- Learn how orienteering works
- Choose the proper course level
- Learn navigation skills

PAIN POINTS

- Confused about how orienteering works
- Not sure if she can do it in a group
- Not sure which course to sign up for
- Has a lot of unanswered questions
- Does not know how to assess venue difficulty; orienteers at a city park, then orienteers at a more difficult forest venue and says, "I didn't know orienteering could be this hard!"