

USER PROFILE



Victor Veteran



Male



Working Professional



52 years old



Denver, CO

Victor needs to change yoga studios due to external circumstances; he must find a studio closer to his home. He is an established student who has practiced a specific style of yoga for many years.

PAIN POINTS

He liked his previous studio; he doesn't want to spend hours of research trying to find a comparable yoga studio.

USER GOALS

- Wants to determine if Rambling Odyssey Yoga is a good studio; he wants to get a feel for the instructors, classes, and the philosophy of the studio before joining



USER NEEDS

- Specific Information about Rambling Odyssey Yoga, such as class schedule, pricing, instructor biographies, and the physical address