

USER PROFILE



Nicole Newbie



Female



Young Professional



23 years old



Denver, CO

Nicole is a yoga-curious individual who wants to learn more about yoga, find her first studio, and build supportive relationships with other yogis who will encourage her growth.

PAIN POINTS

She doesn't know what she doesn't know about yoga and is unsure how to begin a yoga practice.

USER GOALS

- Wants to determine if Rambling Odyssey Yoga is a good studio; she wants to get a feeling for the instructors, class schedule, and philosophy of the studio before joining
- Wants to learn how to properly prepare for a yoga session



USER NEEDS

- Find general information about getting started with yoga
- Specific Information about Rambling Odyssey Yoga, such as class schedule, pricing, and information for beginners