



CHIARA BOISAUBIN

AGE 26

OCCUPATION Web Designer/Blogger

LOCATION Boston, MA

RELATIONSHIP STATUS Single

I love riding motorcycles and I like to find product that can be useful for my trips and taking care of my machine. I do not have time to go through every website and doing the research myself.

PERSONALITY

MOTIVATION



INDEPENDENCE



ADVENTUROUS



RESPONSIBLE



SKILLS

LONG DISTANCE RIDING



TECHNOLOGY



AUTO MAINTANCE



BACKGROUND:

She rides his motorcycle to work or fun. Looks for product that can be useful for motorcycle rides. Check out other motorcycle social media to see what they created, see where they travel, and what equipment that they use. her objective is to find the best equipment for her motorcycle and travels.

GOAL

To take photos and videos of my riding experience

Meet new people and share their experience

GROUPS

Bike Life MA

New England Motorcycle Riders

CHALLENGE

balancing my social life, riding time, and work



SARAH POWELL

AGE 26

OCCUPATION Web Designer/Blogger

LOCATION Boston, MA

RELATIONSHIP STATUS Single

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