




Get Out of Town!

Alex Davidson, Jeremy Olin, Gia Thurton, Samantha Whelpley

Personas			
Name	Ray Sinbran	Donna Smithers	Matt & Sally Franks
Persona characterized by (Attributes)	<ul style="list-style-type: none">• 23 years old• New to the camping scene• Just starting out in his career• Has a lot of free time but not a lot of spending money	<ul style="list-style-type: none">• 47 years old• Experienced outdoorswoman• Wants to build a community with similar interests• Has been using the same equipment for a long time	<ul style="list-style-type: none">• Newlywed couple in mid 30s• Looking to do a hobby together• Intermediate outdoors experience• New to the area
Desires (What are they visiting the site for)	<ul style="list-style-type: none">• Finding what gear he needs as a beginner at cheapest price possible• Interested in classes and group trips with similarly skilled individuals• Wants everything explained in straightforward manner	<ul style="list-style-type: none">• Looking for Columbia brand items• Wants to find out about upgrading her old gear at a discount• Wants to know all the fine details of the gear she is buying• Interested in expert-level classes and trips	<ul style="list-style-type: none">• Looking to compare products against each other to find best fit for the couple• Interested in any couples classes offered• Want to learn about ways to get more familiar with local surroundings
Behaviors	<ul style="list-style-type: none">• <i>Wants easily understandable website to learn more information on</i>• <i>Tech-savvy and quick with website navigation</i>• <i>Frequent mobile browser</i>• <i>Does not dig into the niche details of equipment, just follows guides</i>	<ul style="list-style-type: none">• <i>Less experienced with technology; browses on her computer</i>• <i>Clicks through every detail of a page</i>• <i>Wants ability to sort by a multitude of factors</i>• <i>Very choosy when it comes to classes and trips</i>	<ul style="list-style-type: none">• <i>Browse websites quickly</i>• <i>Send links back and forth of interesting pages</i>• <i>Some experience riding shuttles exploring the area</i>

Get Out of Town!

Alex Davidson, Jeremy Olin, Gia Thurton, Samantha Whelpley

Scenarios

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
Ray is a young beginner looking to get into camping. He has no idea what equipment he needs - all he knows is he needs it as cheap as possible. He is used to following guides online to tell him what to get and how to build experience.	Ray lands on the home page	Ray navigates to the products section	Ray notices the beginner gear package right away and clicks on it	Ray skims through the items in the beginner package and reads what their purposes are	Ray reads about the volunteer program and fills out a registration form to volunteer at the store for a free beginner package		
Donna is an experienced outdoorsman who's looking to replace her used gear. She already knows what she wants to get next, and she wants to make sure her old gear still goes to good use.	Donna arrives at the home page	Donna navigates to the trade-in program section	Donna reads through the trade-in offers and the gear swap events	Donna fills out the trade-in equipment form	Donna visits the store with her old equipment to receive her store credit for new gear		
Matt and Sally are a newlywed couple in their mid 30s and new to the area. They want an easy way to get to know the local outdoors scene and gain experience together by signing up for a class.	Matt and Sally view the landing page	They navigate to the section about classes	They browse all the different types of classes offered	They find a couple's rock climbing class and navigate to it	They scroll through the calendar to see what dates and times work for their schedule	They register for the class	