

---

## Background

- 29 years old
- Full Time employee of auto repair company
- Live in CA, USA
- Married
- 3 children
- 2 dogs



**PERSON**

---

## A day in the life...

- Works out daily, either at the gym or running
- Enjoy running with the dogs
- Active person that spends a lot of free time doing activities with the family
- Work at auto repair 5 days a week from 8 – 5
- Spontaneous
- Has date night with his wife every Friday

---

## What you are looking for

- A park that has hiking paths with varying degrees of difficulty to allow for family outings or just advanced hikers.
- Ability to bring dogs out on the trails
- Trails to be well marked
- Places to stop and eat, take a break, etc (family friendly)

## Background

- 20 years old
- Active Duty US Army soldier
- Stationed in Kuwait
- Live in Ohio, USA
- Single



**PERSON**

---

## A day in the life...

- Daily drills
- Hanging with my friends
- Like things to be neat and orderly
- Special training for search and rescue
- Watching TV/movies (when we can)
- Video chatting w/family & friends (when we can)
- Day pass to go into town (when we can)

---

## What you are looking for

- Difficult, challenging trails.
- Trails should be well marked.
- Parks that also include mountain climbing
- Parks that provide the option of having a guide or being allowed to go out on your own
- Reliable park rangers
- Cellular connectivity