🧗 Persona 1 — *The Social Climber*

Profile: casual, easygoing climber who climbs for fun and social reasons.
Main goal: find friends to climb with and watch videos of "beta" (problem-solving techniques).
Needs / expectations:

- Find nearby climbers with similar schedules or levels.

- Watch or share beta videos to learn new moves.

- Have a simple, friendly, community-focused interface.
  Frustrations:

- Hard to find climbing partners.

- Not enough visual content to improve technique.

💪 Persona 2 — *The Performance Addict*

Profile: regular, competitive climber, very engaged in the sport.
Main goal: track personal progress and stay updated about the gym's new routes.
Needs / expectations:

- Receive **notifications** when new boulders are set.

- Track **performance history** (grades, sends, number of climbs).

- See **rankings** among friends or globally.

- Access **contest and competition info**.
  Frustrations:

- Hard to follow changes in the gym.

- No existing tools to monitor personal improvement.

🧱 Persona 3 — *The Gym Owner*

Profile: climbing gym manager or staff member.
Main goal: use the app to communicate and manage the gym's visibility.
Needs / expectations:

- Upload **photos of new routes or boulders**.

- Post **events, contests, or workshops**.

- Easily communicate with climbers using the app.

- Increase **visibility** of the gym through the platform.
   Frustrations:

- No centralized communication tool with clients.

- Climbers aren't always aware of gym updates.

USES CASES :

Actor	Use Case	Purpose
Casual Climber (Persona 1)	Create a profile / Search for nearby climbers	Find climbing partners
	Watch / Upload beta videos	Share and learn climbing techniques
	Send climbing invitations or chat	Connect with other climbers
Regular Climber (Persona 2)	Track climbing history	Monitor personal progress
	View leaderboards	Compare with others
	Receive notifications for new routes	Stay up to date
	View contest and event info	Stay informed about competitions
Gym Owner (Persona 3)	Post photos and details of new boulders	Keep climbers informed
	Publish events and contests	Promote gym activities
	Manage gym profile	Maintain up-to-date gym info