# User Personas:

## Competitive Caroline

Background:

* Racing for five years
* Regularly competes for top five placings
* Wants to start traveling to more races
* Wants to focus on specific series

Demographic:

* Female, 36 years old
* Lives in suburban St. Louis, MO
* No children
* $75,000 income

Identifiers:

* High attention to detail
* Focused on data
* Wants to improve
* Highly competitive

## Weekend Warrior Walter

Background:

* Occasional participation in races
* Likes group rides with friends
* Is looking to find a marathon mountain bike race to train for

Demographic

* Male, 46 years old
* Two children
* Lives in Kansas City, MO
* $120,000 income

Identifiers

* Rides to stay in shape
* Uses occasional races a way to stay motivated
* Moderately competitive

## Social Samantha

Background:

* Likes the social aspect of bike races and group rides
* Likes to keep up with friends on social media
* Is interested in finding out more about specific races from friends
* Wants to see ratings on races from friends before traveling to them

Demographic:

* Female, 22 years old
* College student
* Lives in Columbia, MO at MU
* Lives off student loans

Identifiers:

* Digitally savvy
* Strong network of friends
* Not particularly competitive

## Simple task:

Sign up for a user account

## Complex task:

Search for a technical, 50 mile mountain bike race in Missouri and upload the route to a Garmin device.