

JUNIE LEE

Junie is a 26 year old Marketing Coordinator living in Seattle. She's a spontaneous & free spirited young woman who often spends her free time traveling and uncovering new local hiking trails with her friends & family.

"I crave nothing more than to chase the open sky... with a bit of tequila, of course."

Goals

- Live life beyond the cubicle
- Push herself out of her comfort zone
- Share adventures with friends as bonding experiences

Pain Points

- Overwhelmed by choice & having to gather details from multiple websites
- Not feeling inspired
- Lack of price transparency

How Outsoul can help her

Help her discover safe & affordable adventures she hasn't tried before

Provide her with a lot of detail about a trip to help her make a decision

Allow her to read about other users' experiences on trips

Provide her a clear idea of the value in a trip & what is included in the price

