

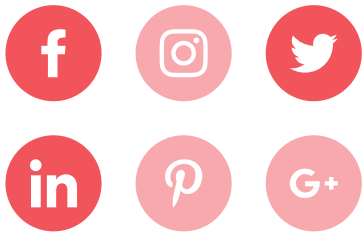
# Max Dsouza



**Age**  
**24**

**Highest Level of Education**  
**Bachelor's degree (e.g. I**

**Social Networks**



**Industry**  
**Technology**

## Behavior or Characteristic

**Active Observer   Extrovert   Social   Freedom   Creative   Explorer   Order   Analytical**

1. Working professional - 9 to 5 job, working as application developer.
2. Passionate cyclist.
3. Likes to do thing that excites and motivates him.
4. Does not shy away from trying or learning new things.

## Inspiration

*The antidote, the solution and the remedy for success is a healthy body, a challenged mind and a positive attitude!!*

*"Life is like riding a bicycle. In order to keep your balance, you must keep moving." — Albert Einstein*

## Pain Points

1. No nearby cycle rental shop.
2. No dedicated website that rents variety of cycles, mountain bikes.
3. No online rental payment facility
4. Need to go to the store for pickup and drop.

## Needs

1. Pickup and drop from residence.
2. Uptodate cycle quality and proper functionong of brakes, gears and bells.
3. Availability of accessories such as seat covers, helmet,pads,etc. when needed.
4. Online payment facility.

## Goals

1. Cycling every weekends for couple of hours.
2. Renting cycle for a day for spending quality time with friends and family.
3. Renting cycles/mountainbikes for events or competitions.
4. Explore new places.
5. Being healthy and relieving stress.