



## Dale, 80 Retired



Married



High School Diploma



Madison, WI

### Interests:

- Wisconsin History
- Trail Hiking
- Wood Carving

*"Hiking is the answer.  
Who cares what the  
question is?"*

### Bio:

After retirement, Dale found a newly ignited passion in hiking. He can frequently be found traveling across Wisconsin in search of his next adventure. Dale is very community-oriented and loves local history.

### Pain Points:

- Gets frustrated with newer complicated technology
- Poor vision limits ability to read and understand signs

Technology



Orienteering



Vision



Endurance



### Needs:

Detailed route distances and difficulties

Minimal electronic/digital interaction

Information on local history