Luke Smith 35, married, he/him, camping, kayaking

Luke is a family man who loves to take time off with his family and get away from the city. His job keeps him very busy, so he likes to plan trips ahead of time so they can make the most of his time off. Luke is always thoroughly prepared for whatever nature can throw at him.

"I enjoy my time outdoors with my family. I don't want the weather getting in the way!"
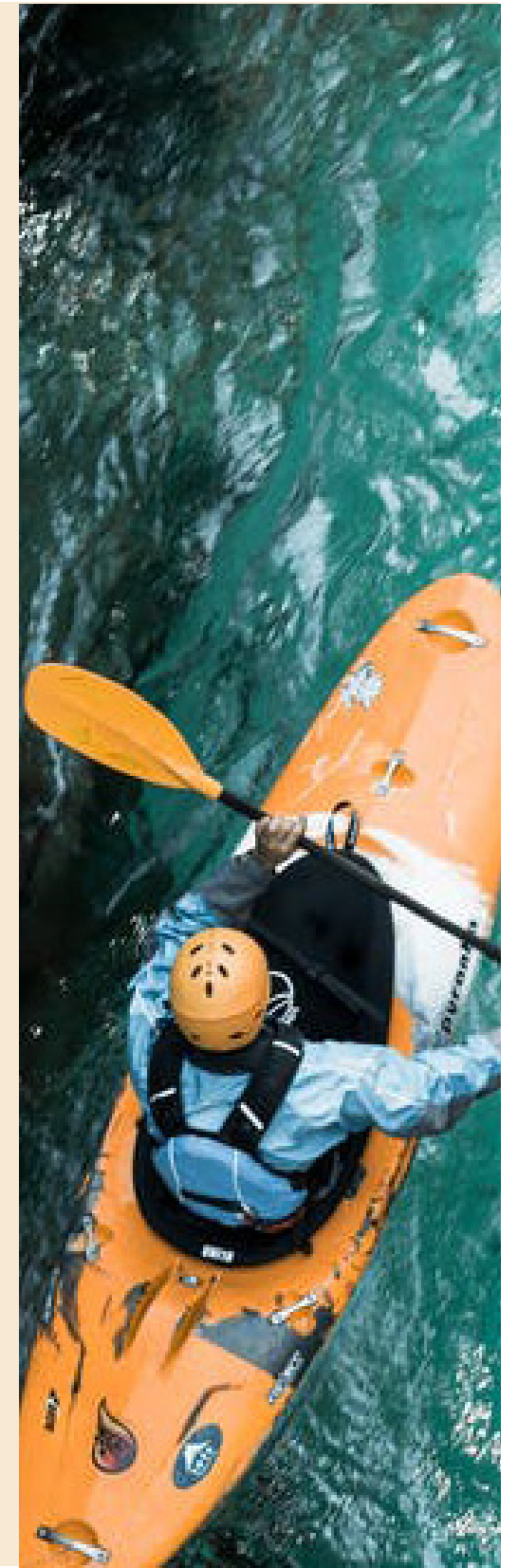

Needs & Goals

- A accurate, real time weather app
- Reports available at least a week in advance
- Often goes to locations without internet, so he needs some app he can use offline
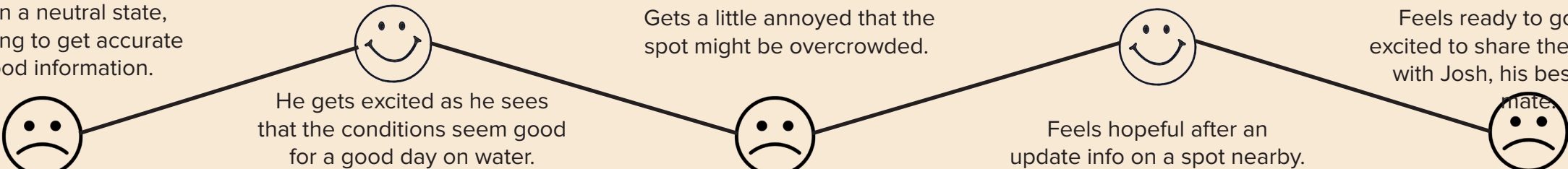
Motivations

- Wants a low stress vacation
- He wants to keep his family safe in the case of a storm
- Knowing water conditions to make sure his family will be ok when kayaking or fishing

Pain Points

- When he can't download the weather report
- Apps that can't function without internet
- When the location he is researching isn't on the site

	LUKE	SCENARIO	GOALS & EXPECTATIONS
	39 yr old Lives in NSW, Australia Works as a developer Wind,wave,kitesurfer, sailor professional	Luke wants to plan his day around the weather conditions. As soon as there's good waves and wind he wants to go for a kite surf session as a break from work.	• Get accurate real-time weather reports and forecasts • Get notification on weather reports • Share good conditions with mates

	PHASE 1	PHASE 2	PHASE 3
PHASES	Check real time weather conditions and forecast on nearby spots for the day	Reach out to other locals / fellow users on the spot	Share findings with friend instantly
TASKS	• Search desired spot(s) • Check real-time report • Check forecast & tides • Check live webcam • Activate weather alert	• Search and choose spot • Open chat • Send message • Review earlier messages and answers	• Find desired conditions on certain spot • Tap share • Choose platform to share • Choose Josh, tap send
THOUGHTS	The best is to check real time weather reports and compare it with the actual conditions so you can see how accurate the data is.	There's info you only get once you're on the spot. Like how crowded it is. Or when you get to ask someone on the spot.	Great to have mates who are as flexible as me, we just shoot a message when the wind is good, and we're both on our ways.
EMOTIONS	Luke is in a neutral state, he is hoping to get accurate and good information. He gets excited as he sees that the conditions seem good for a good day on water.	Gets a little annoyed that the spot might be overcrowded. Feels hopeful after an update info on a spot nearby.	Feels ready to go out and excited to share the good news with Josh, his best kite surf mate.
OPPORTUNITIES	• Search engine for locations • Quick and easy access tor real-time reports and tides • Live webcam view • Alert/notification center: allow on/off	• Search engine for spots • Integrate in-app chat per location • Set notification on/off for replies	• Shareable weather reports and forecasts • Connecting to other apps (FB messenger, WhatsApp, • Telegram, text messages, email etc.)