



## Abbie Miller 25, single, she/her, surfing, fishing

Abbie is a free spirit, that's what lead to her life on the road. She is a freelance photographer and often spends time on location. Her trips are usually last minute as she jumps on any opportunity for free time she can get. When she isn't on the road, she enjoys taking her dogs to the beach and surfing. Occasionally Abbie and her dad will take the boat out and go sea fishing.

*"I love surfing, but the ocean is so temperamental, I never know what to expect!"*



### Needs & Goals

- A simple design so she can know the weather at a glance
- Allergen reports, as she has severe allergies
- A sharing option so she can share her photos of the location
- Hourly reports as her trips are spontaneous

### Motivations

- Having a fun time at the beach with friends
- Staying safe while on the water
- Being prepared for possible weather conditions

### Pain Points

- Reports that don't include water conditions or wind reports
- Apps with too many ads
- Cluttered interface





ABBIE

26 years old  
Lives in Berlin  
Works as an art gallery manager  
Surf and kite surf enthusiast

SCENARIO

Abbie is planning her next surf vacation to Portugal. She doesn't live nearby the ocean, so she wants to make sure this week she surfs as much as she can in spots and weather conditions that are suitable for her level keeping her safety in mind.

GOALS & EXPECTATIONS

- A simple design so she can know the weather at a glance
- Allergen reports, as she has severe allergies
- A sharing option so she can share her photos of the location
- Hourly reports as her trips are spontaneous

PHASES

PHASE 1

Find surf and kite surf spots in the region

PHASE 2

Get general and locals' information on certain spots

PHASE 3

Get tips on rentals, accommodation, schools etc

PHASE 4

Read about safety tips and good to knows

TASKS

- Find region in map
- Search locations
- List locations
- Check weather forecasts

- Check location's profile
- Read locals' comments
- Save potential locations
- Add notes for herself

- List out rentals / schools /accommodation on maps
- Click and check location and contact information

- Choose sport and level
- List tips
- Read and save useful tips

THOUGHTS

It's good to know how many spots are around the area and how the weather is going to be, so I can decide where to go.

It's important for me to get to know as much about the spots as possible, so I know if it suits my level. Best info comes from the locals though!

Ideally there are all the services I might need around ... or if not, I can plan ahead at least!

Unfortunately I surf so seldom, I have to refresh my memory on the basics.

EMOTIONS



Abbie is excited to start planning.



She gets a little overwhelmed by the information.



Abbie slowly gets more excited again learning about her possibilities.



She feels more confident as she feels she's doing the best to prepare for her trip.

OPPORTUNITIES

- Search engine for locations
- Indicate which sports the spot good for
- Indicate what level it is suitable for
- Show real time weather & forecast for location

- Create location profile with general info
- Have comment section below
- List of Favorite locations
- Add notes option

- Integrate Google Maps nearby feature
- List basic info on these services
- Ratings of the services by other users

- General information on safety according to sport and level
- Videos and/or articles
- Recommendation where to find further info