

SARAH

"As a social person and avid bicyclist, I want to be able to join groups of like-minded cyclists so that I can meet new people and ride together for a good cause."

The 'City Cycler'

Age: 29

Job: Whole Foods Manager

Activity level: Medium High

Motivation: Charity Support, Exercise.

Home



Hobbies



Tech



Behavior

- Donates yearly
- Uses fitness-tracking apps
- Exercises Outdoors and Indoors
- Exercises daily w/commute on bike

Behavior with Charity Miles

- Uses the app almost daily.
- Prefers well-known charities
- Supports multiple charities, but chooses the same one most of the time.
- Walks and bikes with the app
- Doesn't like to share every walk
- Has joined a team
- Team feature is used to socialize
- Promotes Charity Miles through social media.



- Likes to keep track of miles after cycling.
- Likes to see total amount raised.
- Raising money for charity.
- Loves to meet new people.
- Seeing other members' progress
- Setting and meeting goals.



- GPS doesn't seem accurate.
- No integration with other apps.
- Takes too many steps to finish a session.
- Large ad gets shared instead of personal achievements.
- Hard to find teams close to her location.

Needs

- Log of distance and total money contribution.
- Ability to connect to nearby Charity Miles members.
- Ability to find nearby cycling teams.
- Ability to set goals.
- Integration with other apps.
- Ability to see other members profiles.
- More features for teams.

Social

- Would join people based on proximity.
- Would join groups to walk/run.



Sarah, an avid cyclist and animal lover, is always looking to meet new people. She uses Charity Miles during her daily bike commute to work, as well as during her weekend rides with her boyfriend. She has always wanted to join a cyclist group but never knew where to reliably find one that ran a path by her location. Sarah would love to be able to find and join a group of people to cycle with to get even more money donated on her behalf to the ASPCA.

Applications used:

