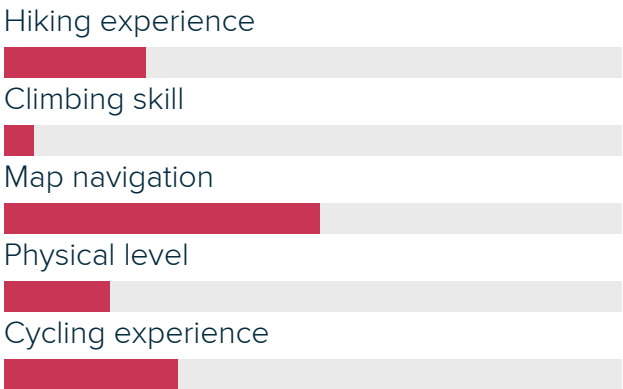


# User Persona



Age: 67  
Gender:Female  
Work: Retired teacher  
Family: Married, 1 child  
Location: Nanjing, China  
Incoming: ¥400,000 (Retirement Pension + Investment Income)  
Education:Master



## Background

Chen grew up in Nanjing. Although she has spent most of her life in an urban environment, she has always been drawn to nature. During her younger years, her busy career left her with little time for outdoor activities. Now that she is retired, she hopes to spend more time exploring nature, experiencing outdoor life, and improving her physical health and overall well-being.

She is particularly interested in leisurely travel experiences combined with cultural exploration, hoping to walk along scenic trails and discover the natural beauty and historical charm of different regions.

Due to her limited outdoor experience and advancing age, she faces challenges in route planning, energy management, and gear selection. She hopes to rely on AI-powered recommendations to find hiking routes suited to her fitness level and interests, while also receiving weather alerts, navigation assistance, and safety guidance to ensure a worry-free journey. Additionally, she wishes to connect with like-minded hiking companions and explore nature in a relaxed and social atmosphere.

Her outdoor skills are still at a beginner level, making it difficult for her to navigate more challenging trails. However, she is open to new technologies and looks forward to using a smart hiking assistant to help her complete her journeys with ease, making each adventure more enjoyable, safe, and filled with discovery.

## Goals

- Explore nature and enjoy scenic outdoor experiences at a comfortable pace.
- Stay active for physical and mental well-being.
- Find safe, beginner-friendly routes with clear guidance.
- Connect with other outdoor enthusiasts of similar age.
- Learn about proper hiking preparation, including what gear to bring.

## Obstacles:

- Lack of confidence in her outdoor skills and fear of getting lost.
- Concern about physical endurance and needing frequent rest stops.
- Uncertainty about weather changes and what to do in emergencies.
- Difficulty using complex technology and navigation apps.
- Struggles to find hiking groups with similar age and fitness levels.

## Outdoor Joy

Her favorite outdoor activity is hiking. Compared to intense mountain climbing, she prefers walking along scenic trails, enjoying the tranquility and beauty of nature. Hiking not only helps her stay active but also brings a sense of relaxation and inner peace. She especially enjoys routes that combine nature and culture, such as exploring ancient paths or forest trails to appreciate the changing seasons. For her, hiking is more than just exercise—it is a way to slow down, enjoy life, and explore the world.