

Jessica Meyer



AGE	25
EDUCATION	Bachelor's Degree
STATUS	In a relationship
OCCUPATION	Store Manager
LOCATION	Colorado
TECH LITERATE	High

“ Outdoors is where my boyfriend and I feel most refreshed and connected with each other. It's where we prefer to spend our weekends

Personality

Extrovert

Hiker

Outdoors

Camping

Friends

Bio

Jessica is in a relationship with her boyfriend of 2 years. She and her boyfriend enjoy the outdoors in their spare time and would rather be out and about than cooped up inside. They went on a 10-mile hike last weekend and are looking for their next activity for this week.

Needs

- Enjoy new experiences
- Connect and grow relationship with boyfriend
- Enjoy a physical (ideally outdoor) activity
- Have time for friends (invite them to tag along)

Frustrations

- Sometimes weather interrupts her weekend plans for outdoor activities (such as hiking)
- Being a frugal spender, she doesn't like that everything that's not outdoors seems to cost money.

Brands



Tim Gregory



AGE	43
EDUCATION	Bachelor's Degree
STATUS	Married, 3 kids
OCCUPATION	VP of Finance
LOCATION	California
TECH LITERTE	High

“ I would love to spend more time with my family. As a family of 3 kids (1 with autism), planning an activity that works for everyone is sometimes a challenge.

Personality

Golf Reader Sensitive
Introvert Relaxed

Bio

Tim is a family man with a wife and 3 kids (1 with autism). He works hard and does his best to provide for his family. Lately, he's been realizing that he wants to invest more time into his family (rather than focus so much on work). He considers himself casually active (golf), but thinks venturing into other activities with the family might be fun and rewarding.

Needs

- Build up family relations with kids and wife.
- Learn/try new activities that create memories with wife and kids.
- Consider the needs of his child with autism (activity level, complexity level, how crowded an area is, current mood, etc.)

Frustrations

- Having spent most of his energy and brain power at work, it's draining for him to plan out new activities/outings.
- Sometimes planning for the whole family is complicated because everyone has something different in mind.
- Schedules conflict regularly: late work meetings, kids soccer practice, chores around the house, etc.

Brands

