

1

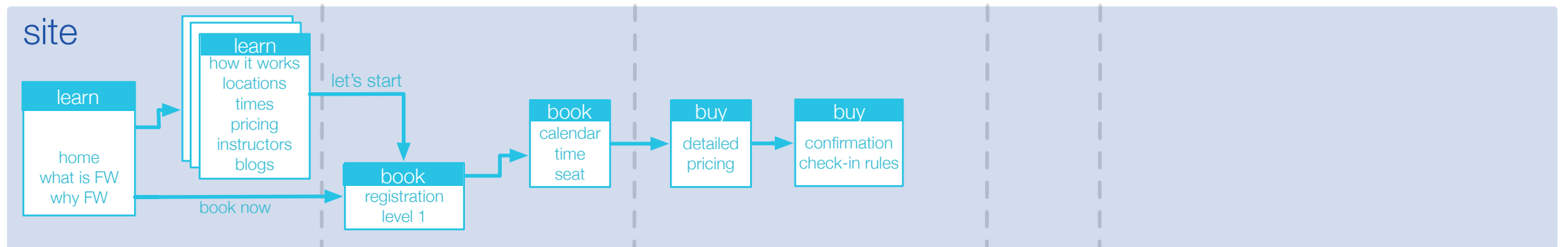
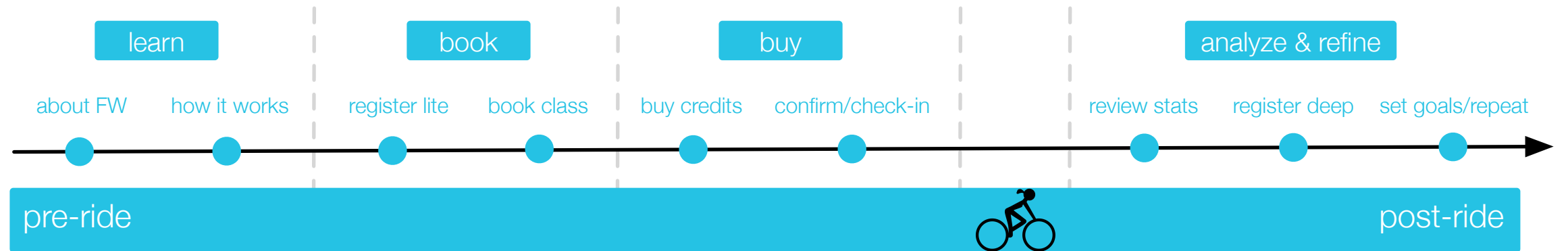
new prospect

darcy johnson
age 26, single, first ride

goals: learn about FW, take class
needs: brand intro, "how to" for booking
barriers: never done this, intimidated

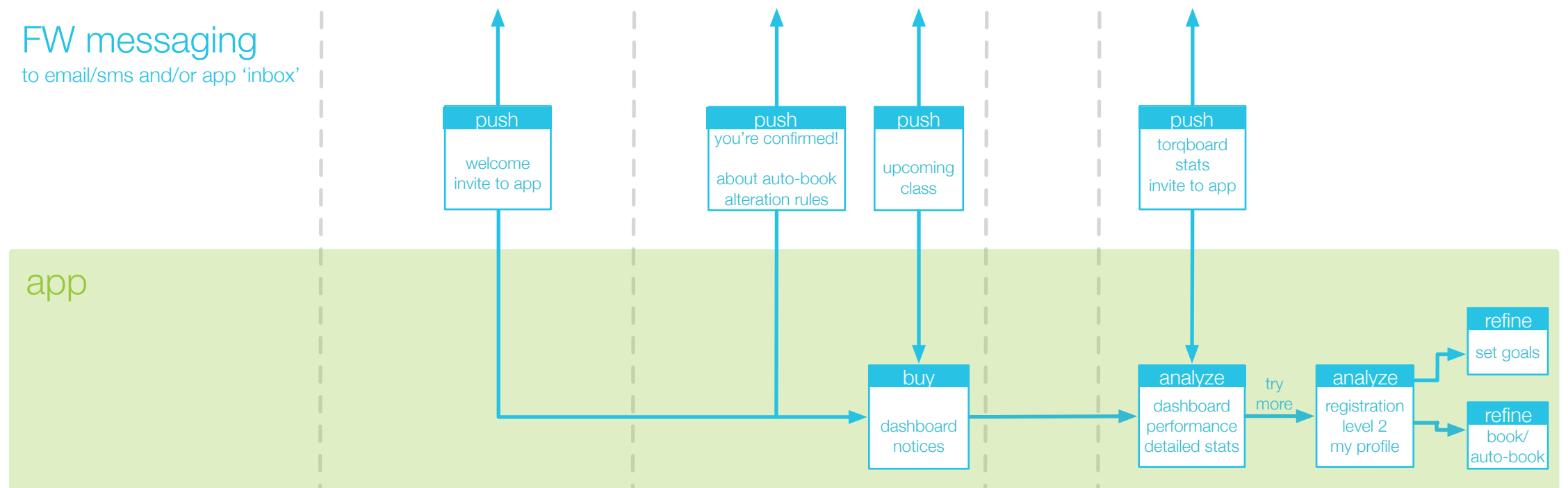
- business opportunities
- introduce brand attributes & differentiators
 - simplify booking & payment
 - drive to set goals via app
 - push notifications to prevent dropoff

key tasks



FW messaging

to email/sms and/or app 'inbox'



2

returning rider

mary lazarro

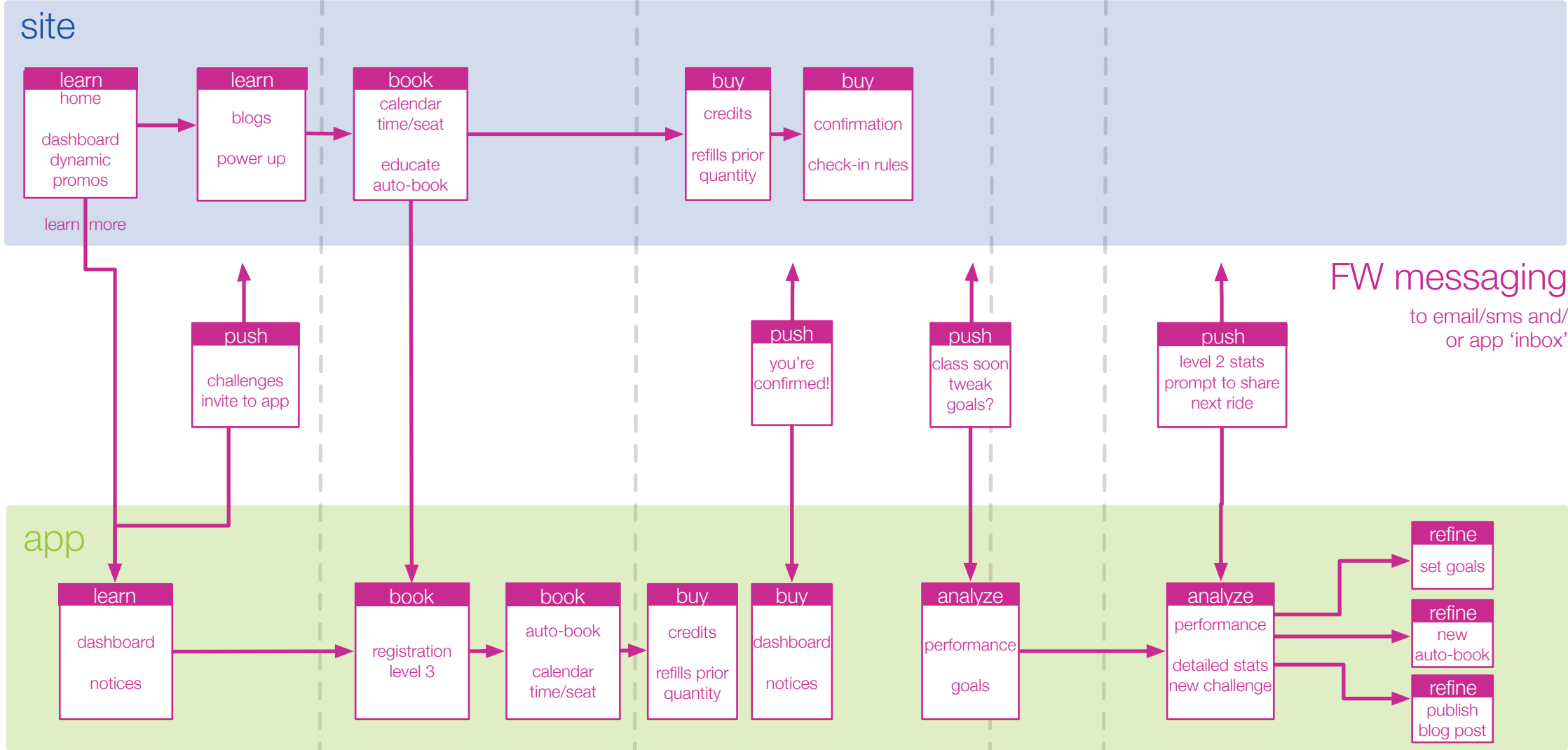
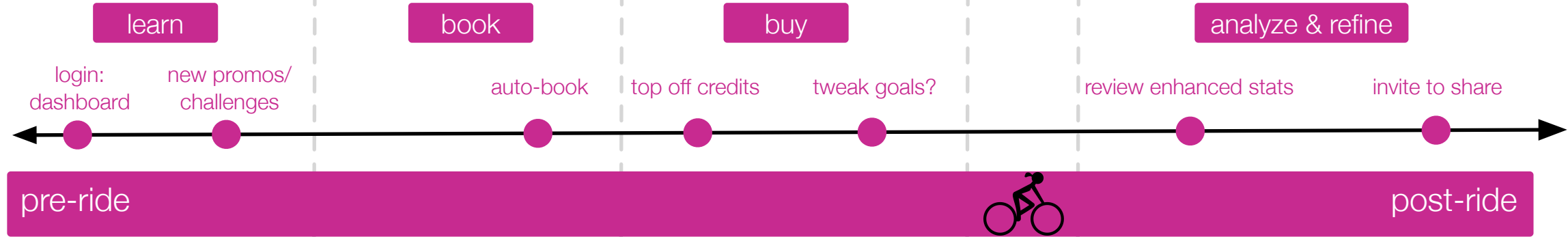
age 40, married, 2 kids, ~1 ride/week

goals: repeat and grow at my own pace
 needs: automated, deeper content
 barriers: complacent, already busy

business opportunities

- deeper profiling
- push messaging to fill experience gaps
- drive riders to app for expert tools

key tasks



3

power rider

sutton forster

age 35, married, 3+ rides/week

goals: perfect regimen, reap rewards
needs: deep content, super automation
barriers: no time, no complexity please

business opportunities

- loyalty program
- auto-book & pay via app
- push deep performance stats
- leverage riders as content creators

key tasks

