



## Sam

- "I love technology as long as it's at my fingertips!"
- Potential user
- Age: 22
- User role: Inactive commuter
- Goal: Exercise and low cost commute
- Frustrations and pain points: Researching gym memberships and making time to work out
- *Image source: letsgorideabike.com*

## Alex

- "Technology is hard to keep up with!"
- Current user
- Age: 30
- User role: Active tourist
- Goal: Learn more about their neighborhood and other places while keeping fit
- Frustrations and pain points: Always on the go and dislikes wasting time on planning. Researching bike-friendly locations.
- *Image source: hpherald.com*

