

John Smith by Brady Ruth



"Life is an adventure that is best lived boldly" -Bear Grylls

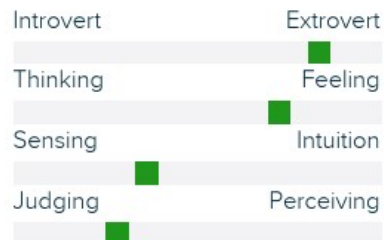
Age: 19

Work: Student

Family: Brother that goes on trips with him

Location: Roanoke, Virginia

Personality



Adventurous

Influencer

Organized

Goals

- Create a popular Instagram page posting photos from his adventures
- Find time for camping trips on as many weekends as possible
- Wants to eventually backpack a significant portion of the Appalachian Trail

Frustrations

- Struggling to find new places to explore
- Doesn't know enough about his environments to stay on longer trips

Bio

John is a sophomore in college and loves to spend his weekends out in a tent in the wilderness. Recently, John has taken to Instagram, posting photos from his excursions and has seen recent growth in the following of his page. He wants to post better photos more consistently and be able to answer questions in the comments about what he is posting. John has a few local spots that he likes to frequent, but is now looking for new areas around him to explore.

Motivation

Incentive

Fear

Growth

Power

Social

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Mr. Jim (by Jackie Schellberg)



"I really really like nature :)"

Age: 35

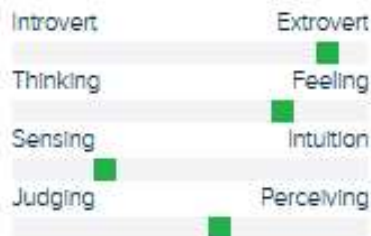
Work: Elementary Teacher

Family: Not married, no children

Location: New York

Character: Funny

Personality



Communicator

Generous

Authoritative

Hopeful

Fitness Enthusiast

Goals

- Wants to be a good teacher
- Wants to learn more about nature
- Wants to have an easier time getting funded for classes
- Wants to further his own discoveries in nature and find nice trails to run in during his spare time

Frustrations

- Schools won't give him money for labs
- Students often break lab devices and cannot easily search the Internet for information about nature
- The landscape around the school is barren, save a few trees and plants

About Mr. Jim

Mr. Jim has been teaching science to elementary school children for over a decade and loves introducing his students to the wonders of nature. However, class materials are expensive and there's not much to see in New York-- save the trees in the park. Taking advantage of ubiquitous handheld devices would be helpful to Mr. Jim since more students may have easy-access to learning about nature. Mr. Jim wants the students to appreciate the little things. Mr. Jim is a fitness-savvy guy, and he would love to have an easy to use interface that would assist him in being a positive role-model to his students.

Motivation

Incentive



Fear



Growth



Power



Social

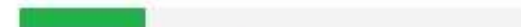


Brands & Influencers



Preferred Channels

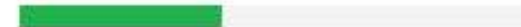
Traditional Ads



Online & Social Media



Referral



Guerrilla Efforts & PR





*"The question is not what you look at, but what you see."
— Henry David Thoreau*

Age: 32

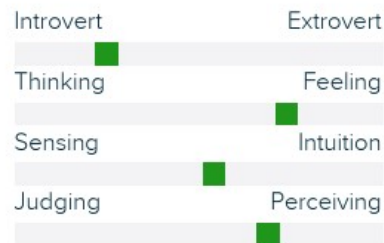
Work: Web developer

Family: Married without kids

Location: Boone, NC

Character: Explorer

Personality



Imaginative

Level-headed

Thoughtful

Impatient

Goals

- Taylor would like to expand upon his love of reading by writing his own novel as a side project. He is most inspired when out in the Appalachian wilderness.
- His bucket list includes visiting all of the U.S. National Parks, as he would like to experience as much of nature as possible.

Frustrations

- Feeling generally uninspired.
- Being required to devote all of his time to work instead of his passions/hobbies.
- Wasting time/having time wasted.

Bio

Taylor enrolled in Appalachian State University as a Computer Science student with the hopes of graduating and getting a high-paying job. He quickly became overwhelmed by his workload. This is when he first began hiking as a respite from his schoolwork. He also began reading frequently for fun during this time. Now that he has graduated, Taylor is grateful for his job, but wishes for something more. He spends much of his free time running or hiking in nature, as the time alone allows him to think of ideas for his novel. He also hikes with his wife, who shares his love for nature. Taylor would be an ideal user because of the amount of time he spends in nature. He likes to spend time outside, and would likely be eager to learn more about the world around him.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

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Harold Pain, by Christian Rios



Age: 68

Work: Retired

Family: None

Location: Visalia, CA

Relaxed

Funny

Emotional

Old

Goals

- Wants to stay healthy in order to live as long as possible.
- Wants to learn more about the world around him.
- Would like to connect more with others online with similar hobbies and interests.

Frustrations

- Would like to avoid excessive exercise, as it puts too much strain on his heart.
- Talking about plants on the internet causes him to be called a "boomer."

Bio

Harold loves to meet others and share his interests. He enjoys taking long walks around the neighborhood and talking with his neighbors. By being retired, he has gained a lot of free time, and he has used this time to indulge in hobbies such as sightseeing and nature walking. At home, Harold surfs the internet and talks to others with similar interests.

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Fear



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Preferred Channels

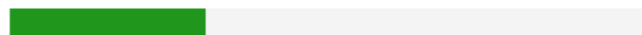
Traditional Ads



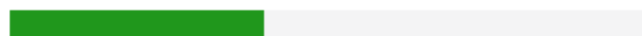
Online & Social Media



Referral



Guerrilla Efforts & PR

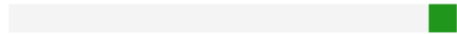


Personality

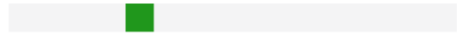
Introvert Extrovert



Thinking Feeling



Sensing Intuition



Judging Perceiving



"No one should be alone in their old age, he thought. But it is unavoidable." -Ernest Hemingway

Dave By: Abdullah Bueno



"You don't come into cooking to get rich." - Gordon Ramsay

Age: 20

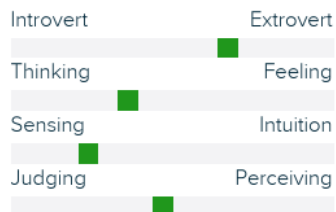
Work: Sous Chef

Family: Single.

Location: Des Moines, Iowa

Character: Nature enthusiast

Personality



Friendly

Adventurous

Goals

- Own a 5-Star restaurant with custom exotic dishes
- Create unique and exquisite dishes the world has never seen

Frustrations

- Hard to find raw ingredients in nature
- Being late on food preparations
- Rude customers

Bio

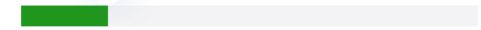
Dave has always been interested in food since a young age. He would watch his mother and grandmother prepare meals almost everyday. They had their own garden and would always use some fresh ingredients from nature. As soon as he was old he would assist them in any way he could. This culinary passion continued on and eventually he decided becoming a chef was his calling in life.

Motivation

Incentive



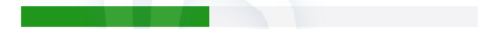
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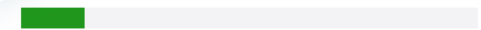


Social



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