

Benjamin *the Bicyclist*



Age: 38

Hometown: Seattle, Washington

Occupation: Data Scientist

Family: Married with 2 kids

"Have you been to a restaurant where they plan out the menu for you based on what you likes and dislikes? I'd want something similar for biking, because I don't know about the different experiences I could have."

Summary

Benjamin is a young dad, eager to get outside and enjoy the beautiful weather. He has recently gotten back into his childhood pastime of bike riding, remembering the feeling of freedom that comes with coasting down a hill. He loves bonding with his kids while bike riding to the park or exploring new parts of his city with his wife, ending the ride at a new coffee spot. He wants to explore new paths but is unsure if they will be appropriate for his wife and kids in regards to their safety and activity levels.

Goals

- Discover new bike paths
- Explore new parts of the city
- Take kids on scenic rides
- Get some exercise

Needs

- Suitable routes for activity and companions
- Pack based on route chosen
- Know time commitments of routes

Painpoints

- Concerned about finding nearby bike parking and restrooms
- Wants to be separated from cars to feel safe
- No resource to find specific info on routes