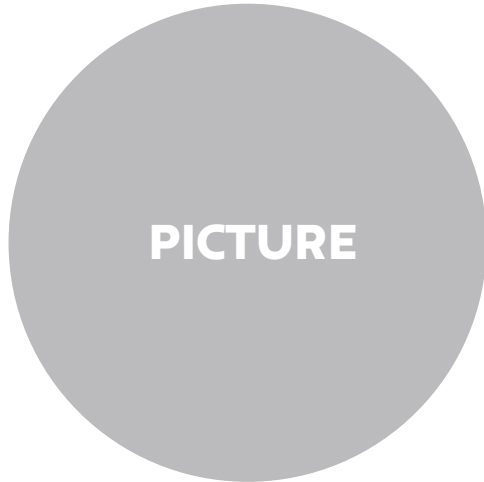


# NAME

- Location
- Industry (if relevant)
- Age



## Key Goals for a Journey:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Frustrations with Existing Mobility:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Perception of Biking as a Practice:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Relevant Characteristics & Behaviors:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## What makes [her/him] happy?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Ideal Scenario Example(s):

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