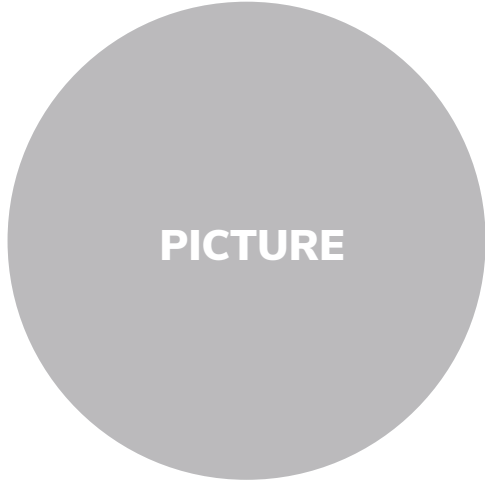


Name

- Location
- Industry (if relevant)
- Age



Relevant Characteristics & Behaviors:

- _____
- _____
- _____
- _____
- _____

Key Goals for a Journey:

- _____
- _____
- _____

Frustrations with Existing Mobility:

- _____
- _____
- _____

Perception of Biking as a Practice:

- _____
- _____
- _____

What makes [her/him] happy?

- _____
- _____
- _____
- _____

Ideal Scenario Example(s):
