Jason's Journey

Jason's best man Abe is visiting this weekend, and they want to take their wives out for a day of sailing. While both men are experienced and would prefer to sail on the ocean, they'll need to drive a bit to a calmer lake if the ocean is rough.

"I want to make sure my kids aren't afraid of the water. We're going to get them into swimming lessons as soon as we can. I'm crossing my fingers that they'll want to enjoy sailing together when they're older."

Demographics

31 years old

Operations director for software company

Married 6 years with a 1-year-old daughter

Virginia Beach, VA

iPhone, MacBook Pro, and iPad

Meet Jason (again)

Jason is a 31-year-old sailor and boater living near Virginia Beach, VA with his wife and new daughter. His demanding career occupies most of his time during the week, leaving his weekends divided between his family responsibilities and his desire to be out on the water.

Fortunately, he's been teaching his wife Audrey the ropes—quite literally when it comes to sailing! She had to take a back seat during her pregnancy, but now that she's fully recovered, she's ready to enjoy some time on the water before they try for a second baby.

Motivations, Needs, and Goals

Get promoted to Chief Operations Officer by 35

Begin saving for daughter Lily's K-12 and college education

Keep relationship with wife Audrey fulfilling

Spending time out on the water with friends

Staying in shape with a demanding job and young family

Challenges

Balancing career, time with young family, and hobbies

Enjoying the water with his daughter, even if it means staying on the shore

Traveling to the coasts to sail long distances

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Phase 1

Choose a location.

Check wind, wave, precipitation, and temperature forecasts at the beach.

Forward forecasts to Abe and wives to get their input on safety.

Convince Audrey to leave Lily with a sitter.

Find a babysitter for Lily.

Thoughts and Emotional Journey

"I'm so pumped to see my buddy!"

"The forecast is looking good, but I can't be bothered getting my hopes up yet."

"I hope the ladies will go out on the ocean... Audrey needs the experience handling the rougher waters."

"Mom and Dad never pass up the chance to watch Lily... and they'll want to see Abe too."

Phase 2

Monitor and make Plan B.

Monitor forecasts.

Search nearby lakes as an alternate plan.

Search for restaurants and shopping near the lake. Share recommendations with group.

Book travel for grandparents to watch Lily. Replenish any baby supplies running low.

Thoughts and Emotional Journey

"This hurricane is too far south to bring much wind or rain, but I bet the ocean is going to be choppy as hell. Sigh."

"I wonder if the ladies would like shopping in this town. The shops look interesting. Maybe this will work out after all."

"How can we already be low on diapers?! When am I going to get to Costco again?"

Phase 3

Finalize plans.

Share forecasts with the group for decision.

The ocean is going to be rough, so make a dinner reservation by the lake.

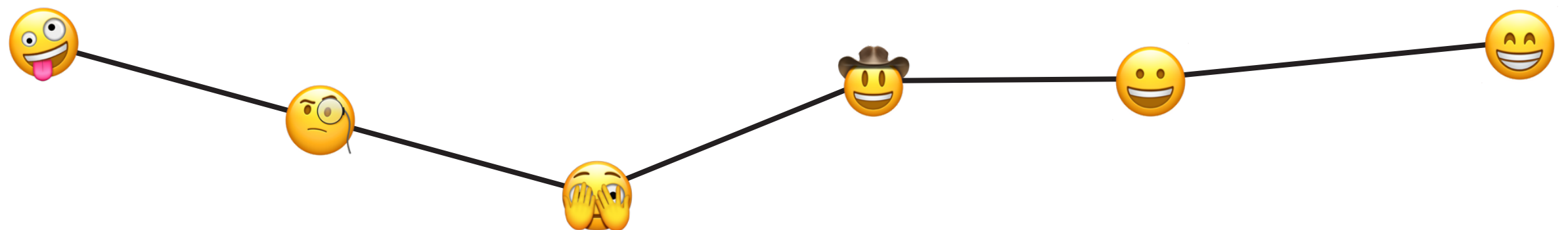Get the sailboat out of the marina and hitched to trailer.

Determine proper sails to use.

Thoughts and Emotional Journey

"I'm gonna have to text Abe on the side to see if he wants to push for the ocean."

"At least the clouds are going to start clearing later in the day. We might have a great sunset!"

"Wonder if Abe is going to want to use the other set of sails... I guess I'll just throw both in the car so we can decide there."

Opportunities to Help Jason

Suggested nearby locations based on forecast parameters

Share forecast feature that that will continuously update forecasts for recipients.

Yelp integration to suggest restaurants.

Severe weather alerts.

Presented July 10, 2023 to CareerFoundry by Jeff Zimmerman