

Juan's Journey

It's Sunday evening, and after a rainy weekend, Juan is itching to get back on the water, whether it's on his surfboard or in his kayak. He has few meetings on his schedule, but he does have a couple of writing deadlines that he *must* meet.

Juan Mendez

Persona 1.0
Primary Target

“My girlfriend gets worried every time I take the dog out with me, but he loves it almost as much as I do. I can’t say ‘no’ to that face if it’s safe!”

Meet Juan (again)

Juan is a 43-year-old surfer, kite surfer, and kayaker living near Lincoln City, OR with his dog, Poncho. His freelance writing career means he rarely has to pass up an opportunity to get out on the water. If he has a break during the day—and the weather is cooperating—he will sneak out for as long as he can. The break during the day helps clear his head of writers’ block and allows him to refocus.

Poncho loves surfing, too! But this introduces new safety concerns like toxic algae. Juan also can’t take him out when waters get too rough.

Demographics

43 years old
Freelance writer and editor
Dating girlfriend for a little over a year
Lincoln City, OR
iPhone, Apple Watch, and MacBook Air

Motivations, Needs, and Goals

Get published in the *New Yorker*
Finish novel
Save enough to propose to girlfriend Samantha
Get regular exercise and stay fit
Get regular exercise for Poncho
Keep surfing skills on par with best friends Josie and Paul

Challenges

Finding enough time to enjoy the water without hurting career
Keeping Poncho safe; he’s curious and always getting into something!
Balancing his sports and his relationship with his girlfriend



Section 1.0: Juan's Journey

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Phase 1

Choose an activity.

Check precipitation and air temperature forecasts for favorite surfing spots.

Check wave and algae forecasts for promising spots.

Determine if surfing seems possible. If not, repeat tasks for kayaking spots.

Thoughts and Emotional Journey

"I hope the waves cooperate enough for surfing, even if I have to wear my wetsuit."

"I wish these stupid forecasts wouldn't change 400 times during the week."

"Poncho is going out of his mind after being cooped up all weekend. I should take him."

"I wonder if all this rain has stirred up waves and algae."

Phase 2

Set up for success.

Work as much on deadlines as possible.

Determine if meetings need rescheduling because they conflict with good water times.

Take girlfriend to dinner Monday so you're flexible for the rest of the week.

Monitor forecasts.

Thoughts and Emotional Journey

"Head down on finishing this article for Mike... If I don't finish today, I have no chance of going out on the water."

"Samantha's going to know what I'm up to when I ask her to dinner Monday, but she'll forgive me."

"Seriously though, I wish these stupid forecasts wouldn't change 400 times. The forecast looks good right now!"

Phase 3

Finalize plans.

Check forecasts in the morning to see what, if anything, has changed.

If weather is bad in one spot, check other spots as backup opportunities.

Determine if it's safe for Poncho to come.

Pack lunch and other supplies as needed.

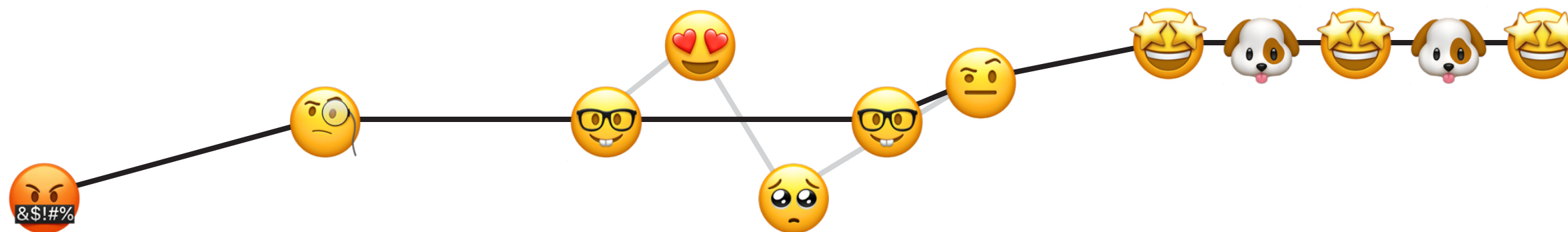
Thoughts and Emotional Journey

"The weather has been iffy all week and I'm dreading picking up my phone to check the forecast for today."

"Oh good, the algae looks clear and the waves aren't too rough for the dog!"

"Where the \$%&# is my wetsuit?"

"I could be gone 3 hours... should probably pack lunch so I don't eat garbage fast food."



Juan Mendez

Persona 1.0
Primary Target

Opportunities to Help Juan (and Poncho)

Forecast presets
for saved locations

Home screen widgets to keep
forecasts visible at all times

Estimate forecast certainty

Link calendar to help
with scheduling

