



**Name:** Alessia  
**Age:** 24 years  
**Budget:** low  
**Location:** Milano  
**Product sold:** Only SHIFT



**Bio:** Alessia is an active rider that use to skate everyday both for passion and for need. She has more than one boards and sometimes adjust the skate configuration. She is perfectly confident on the skate and when traveling he is use to bring the skate with her

*“Skateboarding brings people together”*

Ability to skate



Frequency of skate



Interested in skate events



Interst in find other skaters



Interest in find new spot



**Core Needs:**

- Configure the new skate settings in a shorter time
- Find out other riders, spots and skate events in her city

**Frustration:**

- The time wasted to reconfigure the skate settings
- Cost to buy a new skateboard is high

**Motivations:**

- Skating with friends and meet new people
- Try out other friends skateboards and perceive a difference
- Participate to events and take part in competitions
- Help other skater to learn the discipline
- Discover new skate spots or paths where to ride