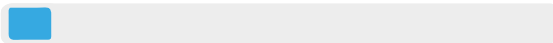




“When my son told me he wanted to learn skating I was not sure if to buy him a longboard or a penny ”

Ability to skate



Interest for lessons and camps



Interested in setting adjustments



Name: Andrea
Father: Matteo
Age: 9 years
Budget: Father’s budget
Location: Bergamo
Product sold: Complete skateboard



Bio: Andrea is a kid that has just asked to his father to buy him a skateboard. He desire to learn how to skate. He never tried a skateboard before so he doesn’t know which one to choose.

Core Needs:

- Demanding for something very stable and safety
- Demanding for a flexible skateboard
- Looking for an instructor and skate lessons

Frustration:

- Buying the first skateboard is a “blind purchase”. Is difficult to know if it will suit the needs of the kid or not.
- Isn’t so easy to find out a good skate instructor from internet

Motivation:

- Learning skate with one board that works as a penny or a longboard
- Learning skate in the more flexible and safer way