

User Personas

YOGA SLACKERS APP

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UX/UI DESIGNER





It would be awesome to have a yogaslacking coach to give me feedback, especially if I am practicing alone without a friend out there to help.

- ❖ 28 years old
- ❖ Single
- ❖ Physical Therapist
- ❖ Denver, Colorado
- ❖ Enjoys mountain biking, skiing

Committed

Competitive

Focused

Fit

Disciplined

QUOTES

I'd totally dig an interactive feature where I could send videos of myself doing the moves and get the coach to provide feedback. Like, I if I could have a feature that I can record what I do and then send it to the people teaching the movement. Then they say yes, or no, or hey here's what you can do to refine the movement & send me a video back.

BIO

Catie loves to be physically active and enjoys physical activities of all types. She mountainbikes all summer, skis in the winter and runs all year round. She has tried pilates classes but is looking for a challenging activity she can do outside to build flexibility and balance. She often uses coaches and trainers to help her and believes they are a crucial part of her success.

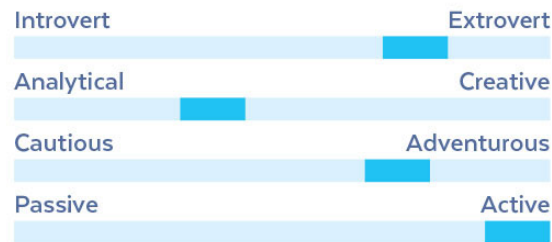
GOALS | MOTIVATIONS

- Believes in the benefits of great coaching to learn and refine skills
- Is extremely active and loves to explore new physical activities
- Is excited about learning a new physical activity which differs from the norm

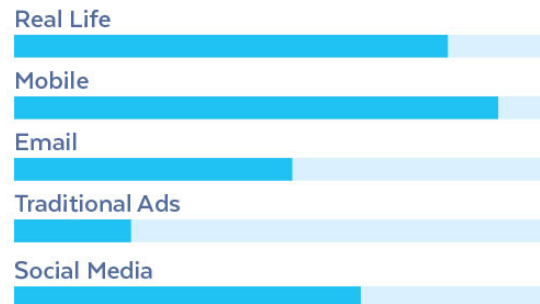
FRUSTRATIONS

- Wants to increase flexibility but is bored with regular yoga
- Can't find enough information on slackline yoga online or a teacher nearby

PERSONALITY



PREFERRED CHANNELS



NEEDS

- Needs a dedicated knowledgeable coach to check in with her progress
- Needs video from different angles in order to understand movements
- Needs a searchable library of poses for body part strengthening/flexibility
- Prefers in person- but chat or video calling would work with coaching.

BRANDS





I think practicing my yoga flows on the slackline would be a beautiful moving meditation, increasing my balance technique and overall mental focus.

- ❖ 34 years old
- ❖ Single
- ❖ Yoga Teacher
- ❖ Burlington, Vermont
- ❖ Enjoys meditation, ayurveda

Imaginative

Contemplative

Reflective

Questioning

Grateful

QUOTES

Taking my yoga practice to the slackline would be amazing on both physical and mental levels. In addition to improving core strength and balance, I believe it would strengthen my mental focus and be a beautiful moving meditation.

BIO

Jonathan is an Ashtangi yogi and Kripalu teacher. His personal practice combines the ardent physical demands of Ashtanga with the compassionate approach of Kripalu teachings. Seeking to blend eclectic variations of yoga, meditation and spirituality into his practice and teaching offerings, he enjoys classes with Dharma Mittra in NYC and Sharath in Mysore, India.

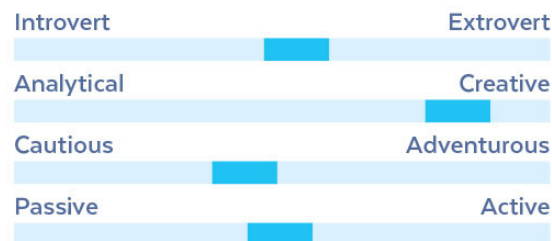
GOALS | MOTIVATIONS

- Seeking to explore advanced variations of practicing yoga and meditation
- Enjoys the challenging physical demands of both Dharma & Ashtanga yoga
- Is intrigued by the idea of practicing yoga flows on the slackline

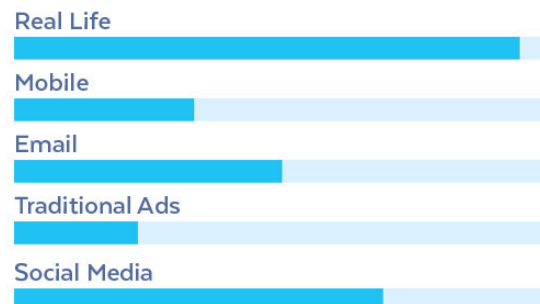
FRUSTRATIONS

- Needs clear examples showing complex yoga postures on the slackline
- Finds it challenging to find tutorials & demos online
- Wants to ask focused questions about specific poses & movements

PERSONALITY



PREFERRED CHANNELS



NEEDS

- Needs an easily cross-referenced, searchable lexicon of slackline yoga poses
- Needs a way to clearly identify his goals and track his progress
- Needs personalized attention specific to his slackline questions & goals
- Needs complex moves broken down into specific progressions w/alternates

BRANDS

prAna®

JĀSÖN®



I would love to be able to bring slacklining into my festival performances. I think people would really dig it!

- ❖ 26 years old
- ❖ Single
- ❖ Brand Ambassador
- ❖ Varies | Nomadic
- ❖ Enjoys aerial acrobatics, hooping

Creative

Theatrical

Social

Confident

Optimistic

QUOTES

I love all flow arts and am always trying to keep my performances exciting, fun and engaging. I think hooping or twirling poi while slacklining would really take things over the top!

BIO

Zoey has a background of childhood gymnastics and yoga & loves to perform at festivals creating entertaining spectacles of aerial silks, acrobatics, hooping and twirling poi. Her lifestyle is primarily nomadic, and she is always looking for inspiration for her acts. She is extremely active on social media where she regularly posts her exciting adventures to a large following.

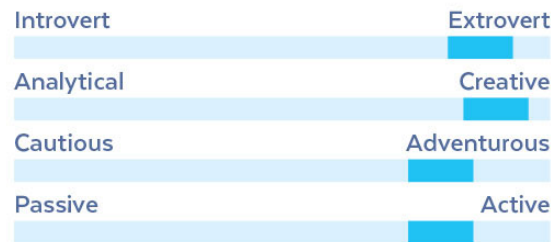
GOALS | MOTIVATIONS

- Develop better balance techniques to help her with other movement arts
- Wants to keep her performances intriguing and exciting with new offerings
- Sees people having fun slacklining at festivals & she'd love to join in

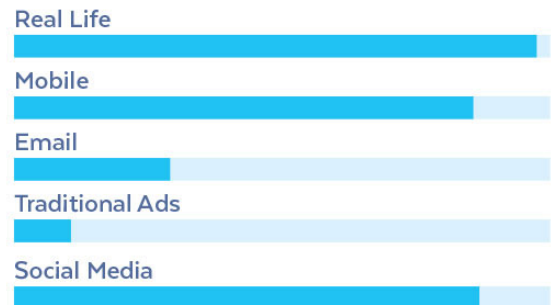
FRUSTRATIONS

- Challenging to find new activities to keep her performances fresh
- Can't easily remember all the different slackline poses that are possible

PERSONALITY



PREFERRED CHANNELS



NEEDS

- Needs an easily available library of poses to reference
- Wants video tutorials so she can easily see movement progressions
- Wants poses categorized so she can quickly decide what to focus on
- Needs structured sequences to build skills
- Personalized coaching feedback for focusing on what she wants to learn

BRANDS



CIRQUE DU SOLEIL

Etsy



It would be really rad to be able to do some arm balances or other static poses hundreds of feet up in the air on a highline. I am up for the challenge!

- ❖ 37 years old
- ❖ Single
- ❖ Photographer
- ❖ Varies | Vancouver based
- ❖ Enjoys rock climbing, highlining

Enthusiastic

Thrillseeker

Nonconformist

Courageous

Wanderer

QUOTES

Highlining is one of my favorite activities, but until now I have really just concentrated on walking longlines. I'd like to explore other ways of experiencing the line in static poses and maybe even inversions.

BIO

Drew has been walking longlines for years around the globe. He regularly enjoys rock climbing, skydiving and base jumping. He is bold and likes high risk activities, especially outdoors and in rugged natural locations. Drew is excited to explore new ways of balancing and is intrigued by the possibility of learning new poses & techniques on highlines.

GOALS | MOTIVATIONS

- Increase flexibility & technique while expanding his abilities on the line
- Always pushing to the limit to learn and experience more possibilities
- Wants to explore taking slackline yoga techniques to highlines

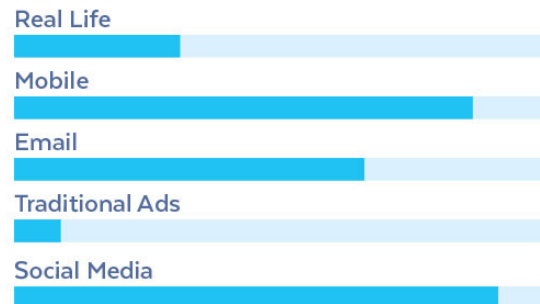
FRUSTRATIONS

- Up until now has concentrated only on walking longlines, wants more
- Hard to find solid information for slackline yoga on youtube and instagram

PERSONALITY



PREFERRED CHANNELS



NEEDS

- Needs an easily accessible collection of tutorials he can reference outdoors
- Needs to be able to download videos & info because he is often offline
- Needs progressive alternatives for limitations in order to build his flexibility
- Wants tutorials to be tagged for easy cross reference
- Wants individualized coaching feedback in order to progress quickly

BRANDS





Slacklining looks like a really fun activity requiring tremendous focus, stamina and commitment. My kind of thing!

- ❖ 49 years old
- ❖ Married | 2 kids in college
- ❖ Owns landscaping company
- ❖ Ojai, California
- ❖ Enjoys hiking, crossfit

Energetic

Ambitious

Tenacious

Focused

Innovative

QUOTES

I am goal oriented person and its really great to see exactly what I am working toward. I think it would be great to have beginning, intermediate & advanced to help me progress. I really need to see what I am working toward. I'd like to be able to set an end goal and see the steps of how I will get there.

BIO

Jason has always been a physically active guy. He played lacrosse in college, and regularly does crossfit. He is an outdoors guy and enjoys taking his family on hiking and camping trips to the Sierra Nevadas and nearby Yosemite. Jason embraces challenges and as he is getting older he is looking for movement activities that increase his sense of balance and focus.

GOALS | MOTIVATIONS

- Looking for fun ways to stay fit and active
- Enjoys challenging outdoor exercise activities
- Seeking activities that increase his sense of balance and focus

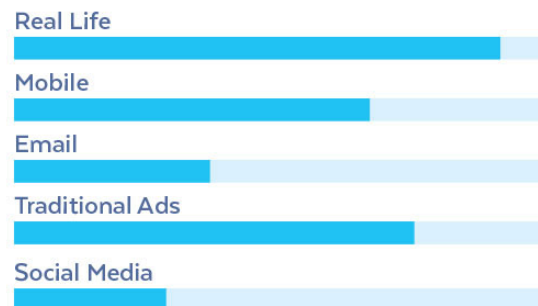
FRUSTRATIONS

- Often coaching is just generalized encouragement. He needs specific cues
- Is not sure how to start, needs a series of exercises and tutorials
- Only finds partial information & cool pictures online, no clear instruction

PERSONALITY



PREFERRED CHANNELS



NEEDS

- Needs clear instruction and examples because he is new to slacklining
- Needs alternative progressive offerings, he is strong but not very flexible
- Needs additional conditioning exercises to increase flexibility
- Needs a way to clearly identify his goals and a progress metric
- Needs personalized coaching with specific cues & instruction to progress
- Needs to ask focused questions about specific poses & movements

BRANDS

