

Mental Models & User Journeys

YOGA SLACKERS APP

DUSTIN LINDBLAD

UX/UI DESIGNER





Catie Williamson The Athlete

AGE: 28 years old
OCCUPATION: Physical Therapist
LOCATION: Denver, Colorado
ENJOYS: mountain biking, skiing

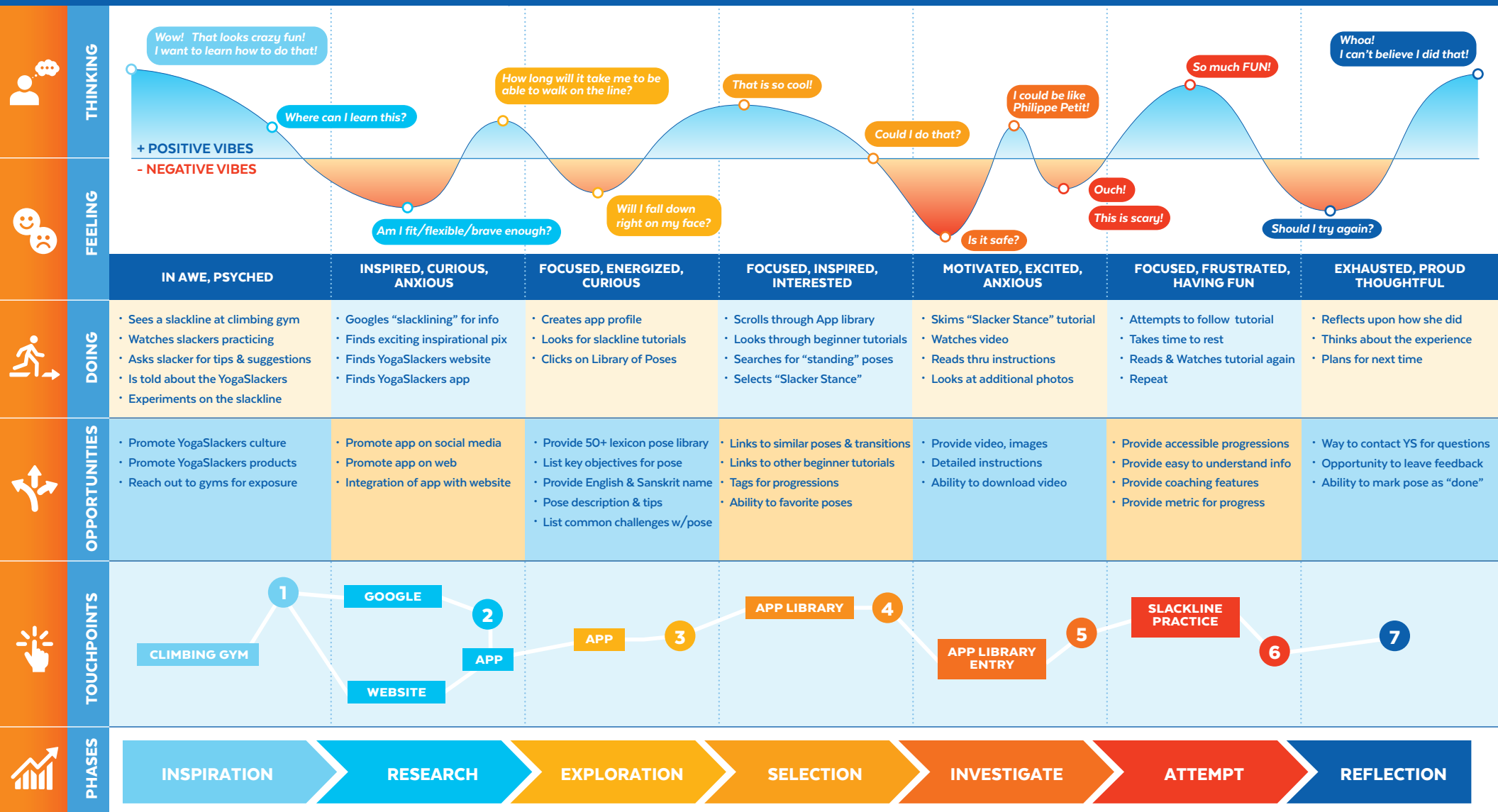
OBJECTIVE: Catie wants to search the app lexicon to learn how to do slacker stance pose on the line

GOALS | EXPECTATIONS

- + Catie loves to be physically active and wants a challenging new activity she can do to build flexibility and balance.
- + Catie wants to search the lexicon of poses for how to do slacker stance pose on a slackline

SCENARIO

Catie recently went to her climbing gym and saw someone practicing all sorts of moves on a slackline. She thought it looked like fun and a great way to exercise. She wants to learn how to start standing and walking on the line.





Jonathan Mathis The Guru | Seeker

AGE: 34 years old

OCCUPATION: Yoga Teacher

LOCATION: Burlington, Vermont

ENJOYS: meditation, ayurveda

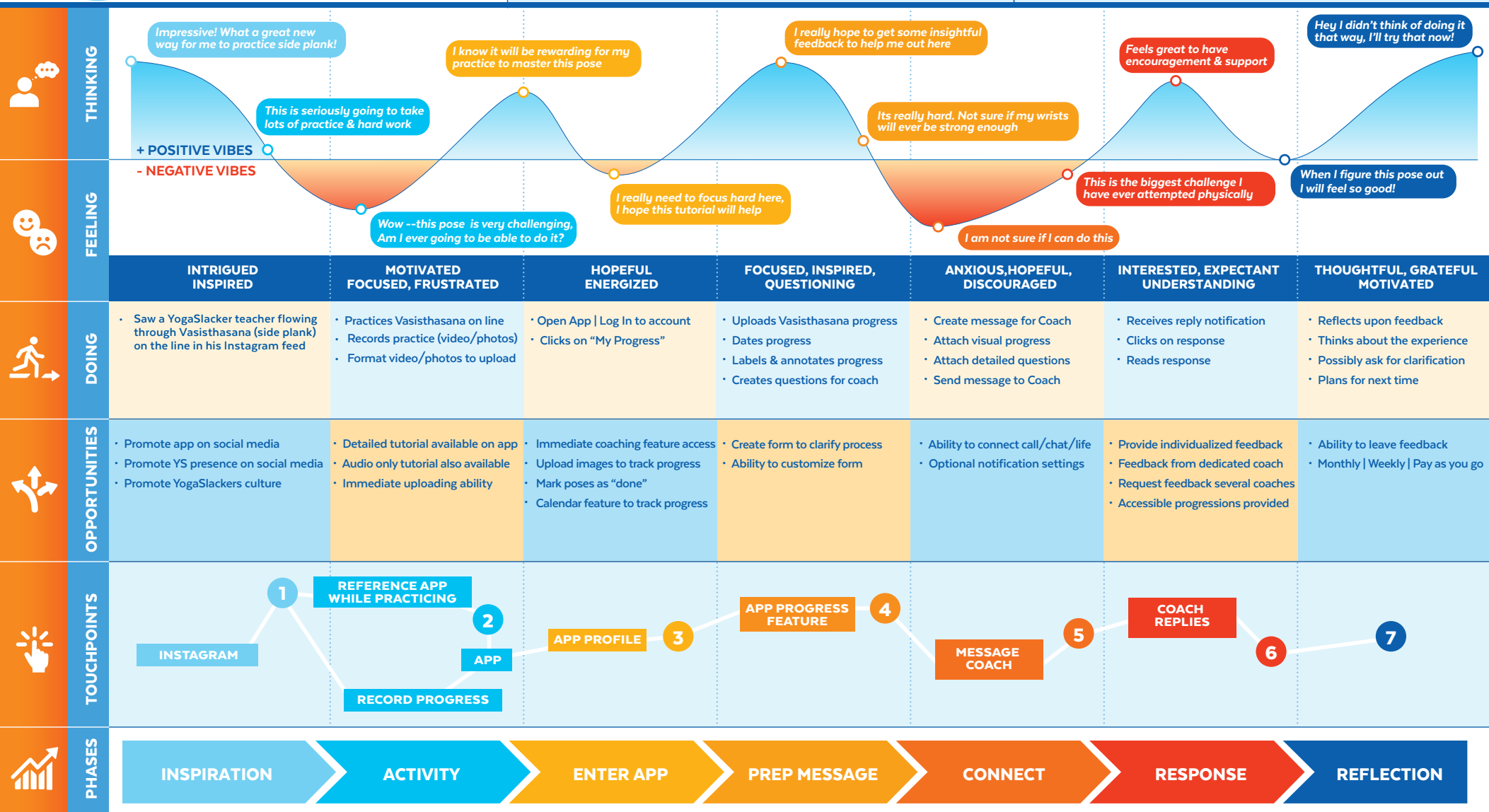
OBJECTIVE: Jonathan wants to send his progress to a coach & ask for feedback thru chat

GOALS | EXPECTATIONS

- + Intrigued by the idea of practicing yoga flows on the slackline
- + Seeks to explore advanced ways of practicing yoga and meditation
- + Wants to send his progress to a coach & ask for feedback thru chat

SCENARIO

Jonathan is inspired by an Instagram post of a YogaSlacker teacher flowing through Vasisthasana (side plank) on the line. He hopes to learn the pose & integrate it into his practice. He records his progress and sends it to his coach for feedback.





Zoey Mitchell The Performer

AGE: 26 years old

OCCUPATION: Brand Ambassador

LOCATION: Varies, Nomadic

ENJOYS: aerial acrobatics, hooping

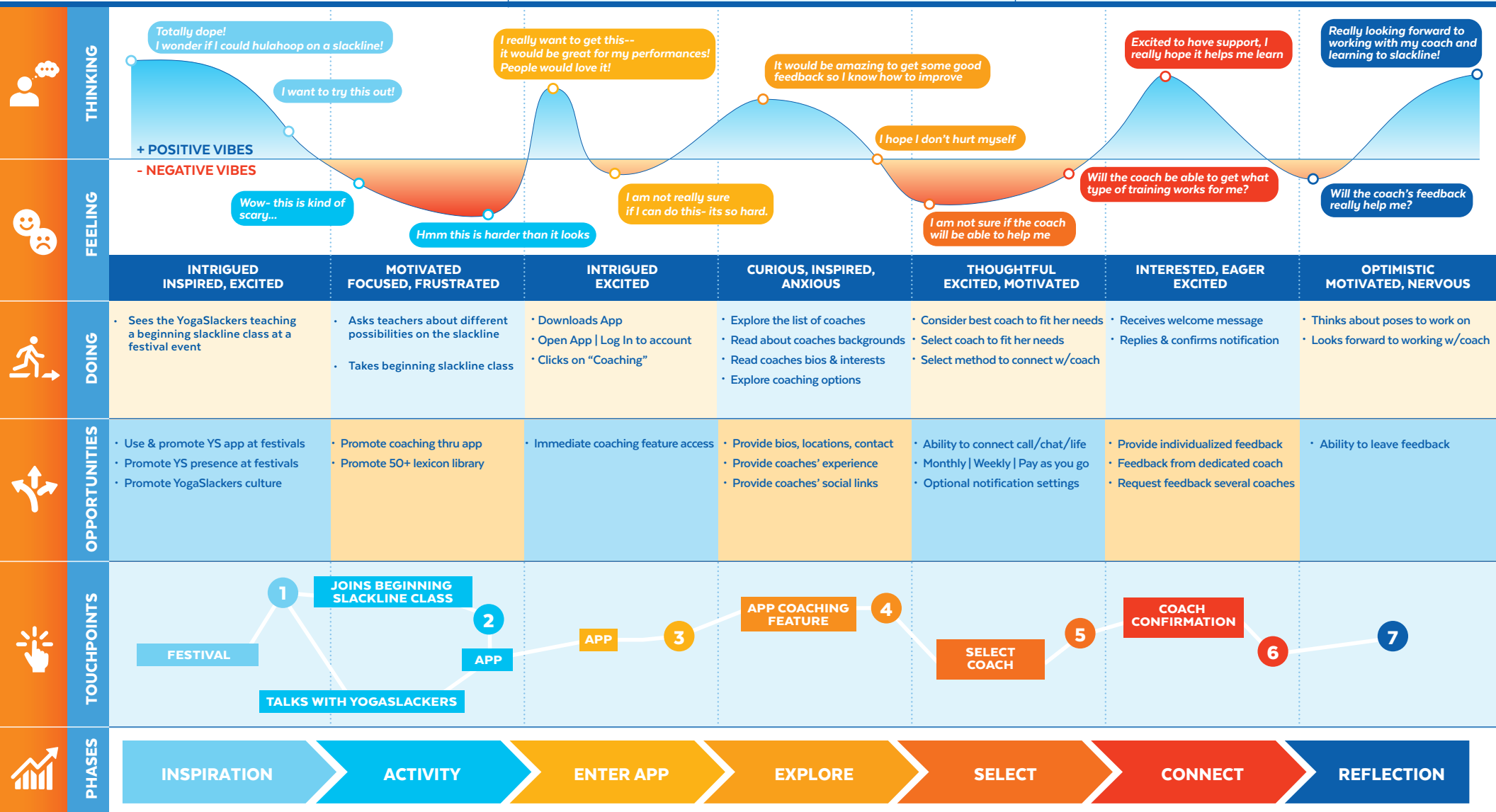
OBJECTIVE: Zoey wants to find a coach to fit her specific goals for practicing on the slackline

GOALS | EXPECTATIONS

- + Hopes to find a coach with a similar background to fit her specific goals for practicing on the slackline
- + Develop better balance techniques to help with movement arts

SCENARIO

Zoey loves the flow arts and hope to integrate slacklining into her performances of hooping & twirling poi. She is looking to find a slackline coach to help her explore poses and a slackline practice to encourage this goal.





Drew Stedeford The Adventurer

AGE: 37 years old

OCCUPATION: Photographer

LOCATION: Varies, Vancouver based

ENJOYS: rock climbing, highlining

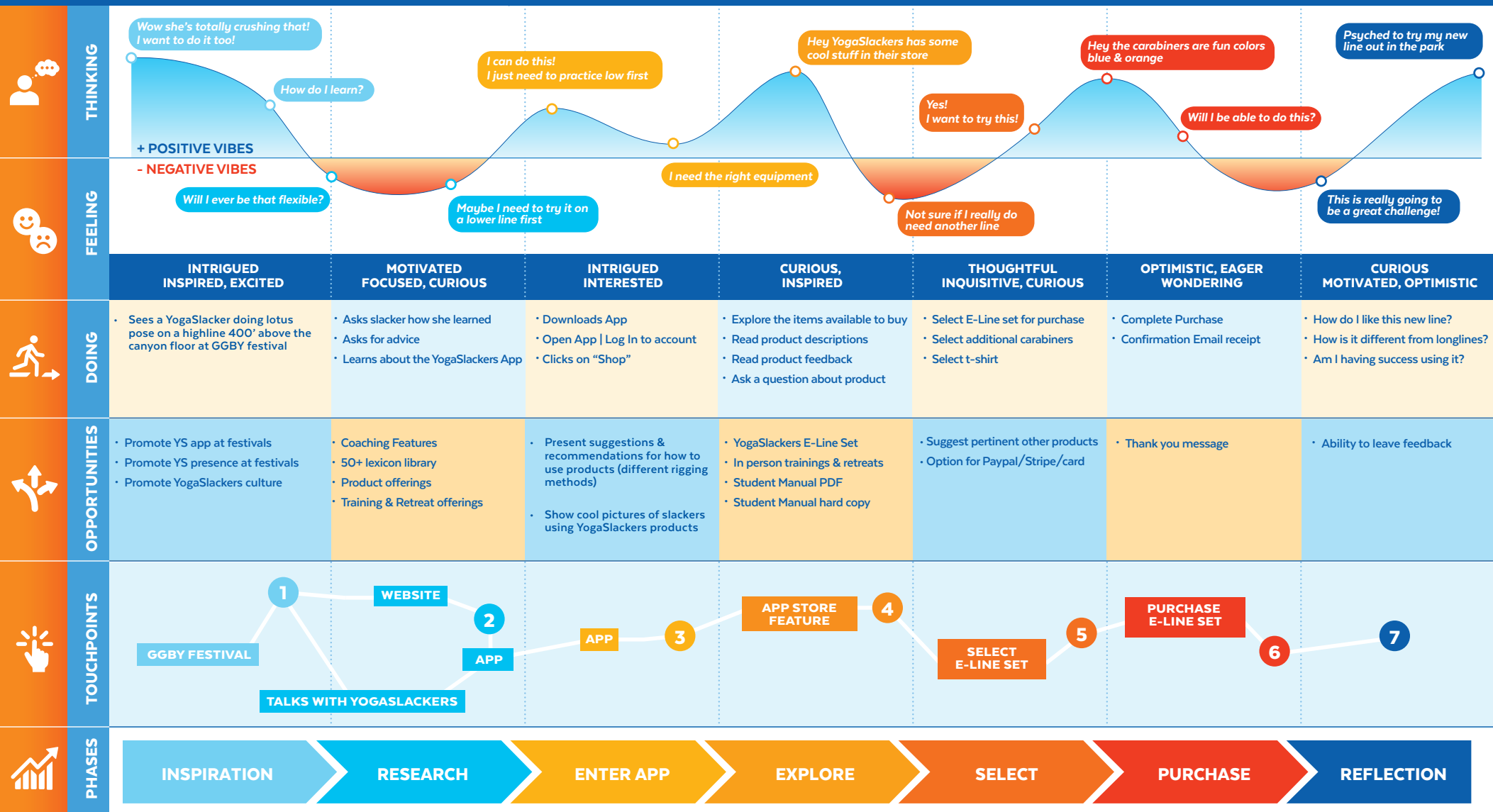
OBJECTIVE: Drew wants to purchase a basic YogaSlackers E-line to practice arm balances

GOALS | EXPECTATIONS

- + Wants to explore new ways of balancing on the line with static poses & inversions to then take to highlines
- + Wants to purchase a basic YogaSlackers E-line to start practicing these moves low before taking them high

SCENARIO

Drew has been walking longlines for years around the globe. He likes high risk activities and wants to push himself toward more challenging poses. In order to do this he wants to first practice these moves on a basic slackline recommended by YogaSlackers which he wants to purchase through the app.





Jason Sacher The Entrepreneur

AGE: 49 years old

OCCUPATION: Landscaping Company

LOCATION: Ojai, California

ENJOYS: hiking, crossfit

OBJECTIVE: Jason wants to learn how to rig his E-line in the park between two trees

GOALS | EXPECTATIONS

- + Looking for fun ways to stay fit & active and is excited about starting to slackline
- + Wants to learn how to rig his E-line in the park between two trees

SCENARIO

Jason is looking for movement activities that increases his sense of balance & focus as he grows older and is enthusiastic to start slacking. He is a beginner and needs clear specific instruction on how to get started and rig his E-line.

