

Persona: Travelers of Bear Mountain

THINKS/FEELS

Parking is a bit expensive There are too many mountain climbers on holiday
Traffic jam on the way to Bear Mountain on holiday

There are so many cars in the parking lot that it takes a lot of time to park

Kids complain that climbing is tired

The trail signs of some places are not obvious

The area sign is not obvious

HEARS/SAYS



JAMES

DOES

Some trees fall down on the road and make people fall
Children climb mountains with their parents
People can have a picnic after climbing the mountain

PAIN POINTS

Children get bored quickly
Slopes in some areas are prone to slipping

OVERALL GOAL

The feeling of relaxation
Get a better mountain climbing experience
More detailed and easy to understand maps