

THINK & FEEL

Where can I find a good twisty road in my area?

Commuting is so boring.

I want to take a road trip somewhere fun to drive.

"Dude, check out my new ride!"

I feel like cutting loose with some buddies.

A slow driver in the passing lane.

"You work too much, you need to relax a little bit."

An offramp that he can drive fast.

HEAR

"Did you hear about the speed trap on the highway?"

SEE

His friend's new convertible sports car.

"Let's get together this weekend and hit the mountain pass."

"I CANNOT wait for the weekend."

Takes a longer way to work because it's more fun.

All the episode of TopGear and The Grand Tour.

"I wish I knew more places to drive that are fun."

"I love my car...it's like my baby."

Reads car blogs and forums at lunch on his phone.

SAY & DO



PAINS

- His job only leaves him nights and weekends to have fun.
- Can't afford to take elaborate vacations
- Limited knowledge of places outside his immediate area.

GAINS

- Finding roads to drive anywhere
- Can share paths with friends and drive them together or separately
- Makes the weekends more exciting when you can explore someplace new in the area

THINK & FEEL

I need to remember that drive...it was nice.

I need to get away from this computer screen.

Where can I go with my wife today?

"What should we do this weekend?"

I want to spend some time with my wife this weekend.

His wife.

"You work too much, you need to relax a little bit."

Reviews of apps online.

HEAR

"Hey! Look at this cool app."

SEE

Vacation spots he'd like to go with his wife.

"I want to visit my family. When can we do that?"

"Honey, let's get out of the house."

Researches places to go within an hour or two of home.

Social media feeds, Pinterest, YouTube videos.

"This map app is too complex, it's annoying."

"I'm going a different way to avoid traffic."

Checks his email/social media at stoplights.

SAY & DO



PAINS

- Only has time to spend with his wife on weekends
- Wants to control apps so they aren't getting in the way of his conversation with his wife
- Can't always remember where he just went because the trip wasn't planned ahead of time

GAINS

- Easily find locations near home
- Can set his preferences to be remembered
- Save and annotate drives he took after the fact so he can repeat them easily if he would like to, or delete them quickly

THINK & FEEL

I'm so bored commuting...same thing everyday.

This road is fun, I want to do this again.

Going to a friend's tomorrow, which road should I take?

Did you hear about that twisty road?

Can't wait for the race on Saturday!

Traffic on my commute is heavy.

Wow, you're such a good driver!

A new model of the car she drives on her way to work.

HEAR

Mind if I turn on the radio?

JULES

SEE

Her friends smiling at her at the race track.

Next turn in 4.5 miles...there is a faster route...

"I will see you at the track on Saturday."

"I really like driving, but I know I can go faster."

Documentary on the history of female race car drivers.

"I wish I knew of a more fun commute."

"I hate it when the GPS keeps trying to change my path."

Looks at Google Maps for different paths to work

Goes for drives on weekends just to get behind the wheel.

SAY & DO

PAINS

- I only know of Google Maps and Waze to look at for roads to drive
- Driving in traffic sucks
- I want to be a faster driver, but I don't get enough time behind the wheel

GAINS

- Find a new road to commute on to go to work
- Another outlet for her racing spirit when there isn't a weekend event
- Ability to plan interesting paths to get to places she always goes