

Weekend Warrior



Carrie

- 42 years old
- Veterinary technician
- Allentown, PA

Bio

Carrie works full time but loves to go riding on the weekend. She has a family with 2 boys in middle school and 2 dogs. They enjoy taking family trips to the farm every weekend.

“Keep calm & ride on”

Motivations

She loves spending days with her family at the farm. To de-stress on the weekends, she likes to take her horse out on the trails for a relaxing ride.

Goals

- She wants to track her and her horse's progress
- She loves to document her trail rides and remember where she rode before
- She likes competing with her friends on trail rides

Frustrations

- She wants a place to keep track of all her riding progress
- She wants to track her activity and exercise while horseback riding

Leisure Rider



Marilyn

- 67 years old
- Retired nurse
- Jackson, WY

Bio

Marilyn loves to spend time in nature with activities such as horseback riding and gardening. She has 6 grandchildren and she has 2 horses that she owns with her husband who is also an avid rider.

“No hour of life is wasted that is spent in the saddle.”

Motivations

Marilyn and her husband try to take horseback rides together at least 3 times a week. She loves spending time with her grandkids and teaching them about horses.

Goals

- She wants to keep track of her lifetime mileage with her horse
- She enjoys connecting with others in the horse riding community and seeing their trail rides
- She wants to reach certain milestones in riding

Frustrations

- She finds many apps too cluttered or complicated
- She doesn't like having to use too many apps on her phone

The Explorer



Madison

- 27 years old
- Professional rider
- Woodside, CA

Bio

Madison rides professionally, travels frequently for work and also teaches horseback riding. She likes to stay active and enjoys hiking with her boyfriend and their dog.

“I would travel only by horse if I had the choice”

Motivations

Madison loves trying new things and is always looking to improve her skills. She loves to travel and share her passion for horses with others.

Goals

- She wants to find new trails wherever she goes
- She likes to share her adventures with others
- She likes to stay active and challenge herself by setting goals for her riding

Frustrations

- She travels a lot and doesn't always know where the best trails are
- She wants to use a reliable, easy service to track her progress and help her meet her goals