



Age: 39
San Diego

Uses Web for:

- Looking up new boards
- Watching surf videos
- Reading about new trends in surf shaping
- Finding new places to go on surf trips
- Answering emails
- Reading up on current events

He accesses the web on his laptop, iPad, and iPhone. He mostly uses his iPad when he is at home. Websites need to be responsive so he can show people the things he found on all of his devices.

Goals

- Looking for a new board to take on his upcoming annual surf trip
- Likes to look at interesting alternative surfboards
- Likes funky boards with cool colors and designs
- Wants to know he has the option to get a cool paint job on his board
- Likes to support local shapers and surf shops instead of buying the big companies stuff
- Likes being educated on different types of surfboards and what conditions they are best in

Frustrations

- Doesn't like it if there is nowhere to ask questions or get in contact with a shaper to discuss the board
- Doesn't like it when websites don't look good/navigate easily on his iPad and iPhone
- Is annoyed when he can't have a conversation with the shaper and truly explain what he wants in the board.

Bio

Mark grew up in San Diego, where he picked up surfing and his love for the beach. He has been surfing his whole life and really enjoys the weekends and mornings that he is able to surf before work. He works as a marketing director at a record label. He uses surfing as an escape to unwind from a long work week. He has been teaching his seven year old daughter how to surf on the weekends and loves seeing the joy that being in the ocean brings her. He looks forward to his annual surf trip with some of his college buddies for a week every year. He likes to show up with a strange quiver of surfboards, full of alternative, funky surfboards. His friends rely on him to show them strange new boards and trends in surfboard design.