



Age: 11
Huntington Beach

Uses Web for:

- Look for cool new boards
- Watch surf videos
- Check the waves
- Talk to friends on Facebook
- Share his surf pictures and videos

He accesses the internet using both his iPhone and desktop computer. Needs websites to be mobile friendly.

Goals

- Looking for a new board
- Wants a high performance shortboard that will work in mushy beachbreaks during summer
- Likes seeing descriptions of the boards as well as dimension suggestions
- Wants to be able to see all the boards easily
- Likes watching videos and seeing pictures of people riding the boards
- Likes being able to see which models the pros ride

Frustrations

- When websites don't have any description of the boards and they just have one picture of each board
- Doesn't like to have to look through boards that are not what he's looking for (wishes there was a way to filter out the types of boards he's not looking for)
- If its hard to figure out how to see the boards he'll get over it and leave the website

Bio

Ollie was born in San Clemente and lived there until he was 8. While living in San Clemente he learned to surf on some old boards that he got used from a local surf shop. When he was 8, he moved to Huntington Beach. He joined the surf team at his middle school and started getting good. Now he is looking to find a shaper that he could have a relationship with and get dialed down on his boards in order to get his surfing to the next level. His goal is one day to be sponsored and make the world tour. His parents are very supportive in his surfing and take him to contests every weekend and buy him new boards when he needs them. He is also very academically focused. He makes sure that if he surfs he gets all of his homework done on time. He is very competitive with all of his friends and strives to be the best out of all of them.