

DOING			
Shops around in the store	Browses a few of the bikes handing up	Waits for a staff member to attend to him	Wheeled bike in and waited to be helped
Looked around briefly at accessories	Sat calmly and sent some text on her phone while waiting for bike to get fixed	During checkout, talked with staff member about products	Walked in with one purpose - to pickup bike
Asked a few questions during checkout	Walked in calmly with wheel in hand to get fixed	Browsed the shop while he waited	Checked out different parts in workshop area
Patiently waited while staff member helped another customer	Brought in three bikes to donate	Didn't seem interested in anything other than donating	Made small talk with staff and other customers
Brought bike in for quick repair from her ride she was on	Very talkative to everyone in shop	Looked around at accessories for her bike while waiting	

THINKING/FEELING				
Wants to do group rides	Feels Redemptive truly cares for you	Thinks they are very encouraging	Wants to do group rides	
She feels welcomed when in the shop	She feels connected with them on Instagram	He feels this is a great place	He feels knowledgeabl e after going to shop	
He feels their website is outdated	Would like to know more about volunteering	Thinks the staff are very friendly	Wants to give back to them because of who they are	
	Feels better talking with someone in person instead of online	Wants to take part in weekly rides		

SEEING			
Work - Educator	Keeps up with them on social media, mainly Instagram	Work - Admissions	New accessories and gadgets
Instagram photos and upcoming events	Work - Retired Military	First time visiting	Googled for directions
information on volunteering but needs more to understand	Work - Uber Driver	Googled bike coop	Pricing on website, was confused by some info
Work - Firefighter	Googled for directions	First time visiting	Work - Academic Advisor
Used jerseys on clothes rake	Artwork around shop made of bike gear	Signed up for newsletter on website	

Heard about them from a friend - another bike shop owner	Encouraging words from	Found out	
	staff	about them from a friend	Instagram posts with annoucements
Heard about them from a friend	Found them by searching online using Google	Another bike company suggested them for donations	Googled directions
	A friend invited her to a group ride	Hears her name when she walks in	

			GA	INS			
biking	They can help him with any problem	Encouraging to customers	Help you maintain bike yourself	Very informative and inviting	Lots of options to get involved	Feels welcomed everytime	Provide care and honesty with service
was great and	Free to use tools for maintenance	Accurate pricing	Take donations of spare parts	Took bike donations of old, unused bikes	Impressed with friendlyness of staff	Fun group rides	Quick and easy tune-ups
			Cheap gear and jerseys	Giving to the community			









	GROUP	RIDES	
Wants to do group rides	They want to share in the biking experience with you	Wants to do group rides	Wants to take part in weekly rides
	A friend invited her to a group ride	Fun group rides	



	encouraging	words from staff	share in the biking experience with you
They can help him with any problem	Encouraging to customers	Help you maintain bike yourself	She feels welcomed when in the shop
Very informative and inviting	Feels welcomed everytime	Provide care and honesty with service	He feels knowledgeabl e after going to shop
Experience was great and infomative	Thinks the staff are very friendly	Impressed with friendlyness of staff	Hears her name when she walks in

## **INSIGHTS**

- Users want to take part in group rides
- Users want to find information easily
- Users enjoy a friendly staff

## **NEEDS**

- To learn about group rides
- To easily find information about volunteering opportunities
- To get to know the staff