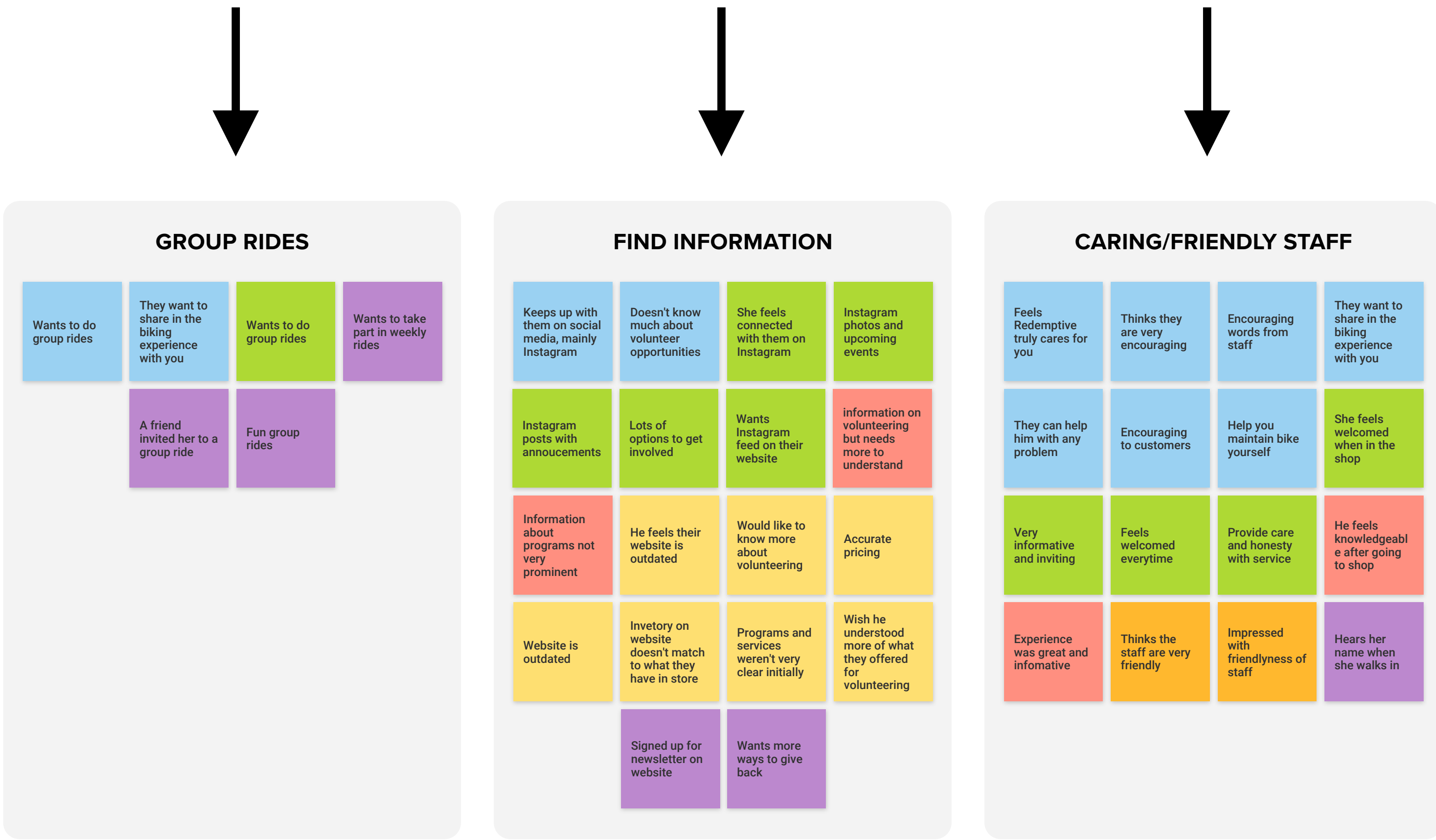


Erik, 42, Male, Educator	Alden, 30, Female, Admissions	Derrick, 49, Male, Retired Military	Graham, 31, Male, Uber Driver	Kevin, 37, Male, Firefighter	Rachel, 36, Female, Academic Advisor
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- ## INSIGHTS

  - 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