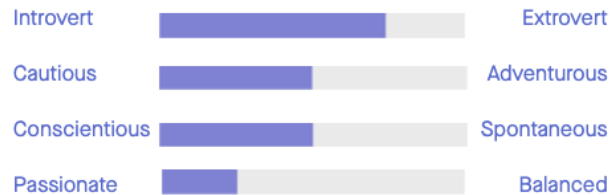


"Learning how to skate has been so much fun and I'm learning more everyday. I always see groups of girls skating together on YouTube and think that would be really fun to find people that enjoy it as much as I do. Occasionally I see groups skate by, but I can't seem to find information about it so I can join too."

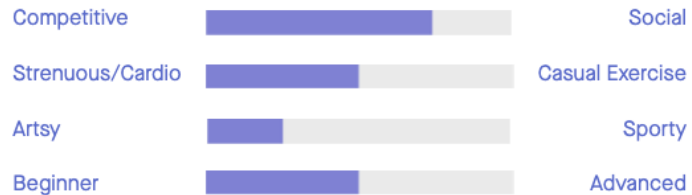


Cristina Newbie

Personality



Skater Preferences



Age 21

Location San Francisco, CA

Occupation Student

Status Single

Gender Female

Archetype Aspiring Social Butterfly

BIO

Cristina has been a skater for about a year and enjoys casually learning skating and practices on a local tennis court when she can get the facility (and isn't chased off by tennis players for the space). She is beginning to get her footing and has become obsessed with skating and even tried to begin skating down sidewalks and some safer bike lanes. She was really inspired by social media like Instagram and YouTube and follows popular brand accounts. She uses secondhand skates but can't afford the fancier skates that have become very popular since Covid-19 as a college student. Cristina had a couple of friends who learned with her but since lost interest and she finds it still exciting to skate. She sees many rollergirl groups on her favorite channels but has yet to find a group in her city. She knows of a local rink but it's closed down till further notice. Cristina is attending college online this year, has been feeling rather lonely since most social outlets aren't permitted. She often goes online and shares her experiences digitally.

Goals/Needs

- To find social skate outlets
- To find more information on dance skate
- To find better skate facilities

Fears/Frustrations

- Catcallers, tennis players, and security guards with "no chill"
- Wonders why all the skaters on YouTube are suburban white girls
- Can't find dedicated skate friends

Motivations

- Outlet for exercise
- Safe way to socialize where there is no covid criticism
- To be able to name the styles of skating she sees on the internet and learn a style that she enjoys most

Brand Affiliations

