Big Agnes Target User
Niche Nick

> "I love getting outdoors and I've learned, good gear is worth the cost — it lets me get out farther and stay out longer.

Demographics

Gender: Male
Age: Age 37 (Millennial with Gen X tendencies)
Race/Ethnicity: Caucasian, non-hispanic
Location: Denver, CO
Income: $75,000+
**Education:** Bachelor's Degree
Occupation: Teacher

Family/Marital status: Married with young children. Loves to camp with the wife and kids but prefers long backpacking trips in the wilderness with his dog or a few friends to really unwind.

Interests

Outdoor recreation, hiking, backpacking, camping, recycling, dogs, coffee

Standard ——————●———— Ultralight

Newbie ——————————●—— Experienced

Use forever ———————●———— Gear junkie
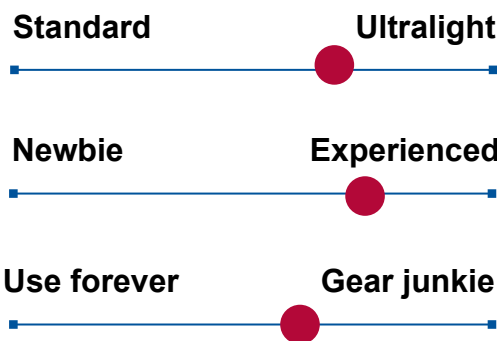
Personality and lifestyle

Nick needs to spend time outdoors to destress from a busy home and work life. He gets away regularly on multi-night backpacking trips with a group of friends he has been backpacking with for years. Nick is conscious about the environment, so he practices leave-no-trace guidelines when outdoors and always **recycles** at home. He drives a **Subaru** because it gets him to his favorite trailheads, has great gas mileage and is a safe family car. He bought cheap gear when he first started backpacking in his 20s but has been **regularly upgrading his gear** to improve his outdoor experience.

User goals

Nick wants great technical gear he can rely on. He made do with cheaper, heavier gear in the past, but he has gained enough experience backpacking to understand his needs and what features will make the outdoors even better. **The biggest concern – cutting pack weight.**

Purchase barriers

Confusing site structure and unclear product specifications. Nick wants to see all the specs when shopping so he knows he's buying something lighter and of better quality than his current gear.

Websites/social media

Facebook, Reddit, YouTube, and Instagram. Nick loves reading/watching **gear reviews** on Reddit and YouTube.

Computer skills

Strong computer skills. Prefers desktop for purchases.