

Ronen Bitan

age: 43

gender: male

city: Ramat Gan

Marital Status: Married + 2

engaged in: high-tech

hobbies: bicycle riding, music,
nature, extreme

pain points

- He does not know all the safe bicycle routes for riding that exist in the city.
- Looking to join more Off-road biking groups and having trouble finding them.
- When he gets tired, he has difficulty finding places to stop and refresh himself.
- Having trouble finding parking lots designated for bicycles



Lior Iluz

age: 28

gender: male

city: Tel Aviv

Marital Status: Single

engaged in: wolt deliver

hobbies: bicycle riding, music, nature
, hang out, playing sony playstation.

pain points

- Having trouble finding designated parking near the destination, he has to park far away and carry the battery with him so that his bike won't be stolen
- Pedestrians and street congestion slow down the pace of riding and interfere with continuous riding.

