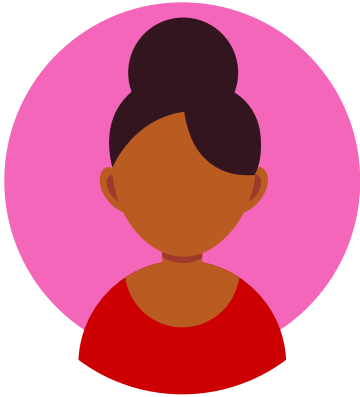




**GYMDOG
EXPERIENCE 2.0
UX MAP**

**Rob Whaley, Isabella Filos, Rachel Hasson,
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PERSONAS



Amanda Garcia:

Amanda Garcia is a 16-year-old potential recruit for the GymDogs. Amanda sees UGA as a good option but has multiple other schools in mind also. She does not know much about UGA and the GymDogs, but wants to learn more about its history and culture in an easy and fun way.

Targeted Filters: Trophies, Confetti Bucket, Judge's Score Card, Make-Up and Hair Face Filter, Try-On Leotard



Megan Davis:

Megan Davis is an 18-year-old potential recruit for the GymDogs. Megan has been interested in the GymDogs for a while and is looking for a way to show off her excitement and interest in the GymDogs through social media.

Targeted Filters: Confetti Bucket, Try-On Leotard, Make-Up and Hair Face Filter, Cards with Falling Confetti



Sarah Anderson:

Sarah Anderson is a 21-year-old student at the University of Georgia who is a huge fan of the GymDogs. Sarah goes to almost all the meets with her roommates and friends. She is also an avid Instagram and Snapchat user, who wants to show off her GymDog's spirit on those platforms.

Targeted Filters: Confetti Bucket, Cards with Falling Confetti, Judge's Score Card, Geofilters

User Story

Our main target audience is **prospective recruits** aged 15-19 years old. Another target audience is **fans**, mostly students and younger fans, who would enjoy the filters.

Prospective recruits and fans can find the filters on the **UGA Gymnastics Instagram**, accessible through the **filter tab** and the **highlight reel**. The GymDog Experience 2.0's website will also have links to the filters as well.

