



Gemma le Roux

Mom & business owner
Dornoch, Scotland

Age: 29

Gender: Female

Relevant background information:

Spend two years in college studying horses.

Do you ever go horse riding?

Yes

How many times a week do you go horse riding?

I don't ride much anymore, Fleur is retired.

Before, when you used to ride regularly, how often did you ride?

I was riding every day, at least once, sometimes twice a day in season to keep competition fit.

Do you own your own horse?

Yes

Would you consider leasing a horse?

Probably not, every horse owner is different and horses behave differently from one person to the next. I like my horses to behave and listen and my own are always well behaved. I don't like sharing my horse with anyone.

Would you make use of an application on your phone to track your rides?

Probably wouldn't use an app not to sure how that would help.

Some background regarding the suggested application. You will be able to track and see the ride afterwards on your phone with a map. You will be able to share your ride with friends & other riders and you will be able to track other riders / horses. You will also be able to add photos and or videos while you are riding. Would you like an application that does this?

The app sound great, but I would probably not use it. To be honest I'm not really the right person to ask about the app. I won't use my phone while riding and sometimes would hardly have it on me. I don't want to lose control of my horse and distract myself.

What if the application connected to a fitness device, for example an Apple Watch, would you then consider using it?

I can see that this would be a good idea and can see people using it. But I probably won't use it, as I will not remember to use it. But what I can see being a good idea is if the app had a tracker on it, if anything was to happen to the me (the rider) then I could easily be found.



Sandra Hansen

Marketing Communications Manager
Cape Town, South Africa

Age: 39

Gender: Female

Relevant background information:
Goes horse riding for leisure.

Do you ever go horse riding?

Yes

How many times a week do you go horse riding?

Not that much, occassionally when the opportunity arrises.

Before, when you used to ride regularly, how often did you ride?

Not applicable.

Do you own your own horse?

No

Would you consider leasing a horse?

Yes.

Would you make use of an application on your phone to track your rides?

Yes.

Some background regarding the suggested application. You will be able to track and see the ride afterwards on your phone with a map. You will be able to share your ride with friends & other riders and you will be able to track other riders / horses. You will also be able to add photos and or videos while you are riding. Would you like an application that does this? What other feature(s) would you like this application to have?

Yes I would like an to make use of an application like this.

No I cannot think of any other feature.



Maryke Coetzee-Pigden

Mom & business owner
Gordon's Bay, Cape Town

Age: 33

Gender: Female

Relevant background information:

Loves horse riding and horses.

Do you ever go horse riding?

Yes

How many times a week do you go horse riding?

Me and my daughter ride 4-6 days a week, me about 1-2 hours a day, she rides 3-5 hours a day.

Do you own your own horse?

Yes we own 2 of our own horses, and ride about 7 horses owned by other parties as well to train and keep them fit.

Would you consider leasing a horse?

I currently have the correct horse for me, but would deffinatly lease a horse if I did now. My daughter has a few horses on lease as she requires horses of competitive nature and training that is above our budget to purchase. Leasing a horse is ideal for riders in training, as you can change horses as your abilities change.

Would you make use of an application on your phone to track your rides?

Yes there are a few smart watches on the market for this, but they are very expensive, so a app would be great.

Some background regarding the suggested application. You will be able to track and see the ride afterwards on your phone with a map. You will be able to share your ride with friends & other riders and you will be able to track other riders / horses. You will also be able to add photos and or videos while you are riding. Would you like an application that does this?

This all sounds fun, but I would like a app that will track my hours riding as well. As a large part of our riding takes place in arenas for training and fitness training. While outrides are great and fun, most important part of horse riding is

making sure your horse is trained and fit to carry you.

What if the application connected to a fitness device, for example an Apple Watch (or a fitbit), would you then consider using it?

Yes that will be great.