

Name: **Norman Scott**

- Digital nomad
- 27 years old
- Born in Scotland
- Lives in Berlin

Behaviours

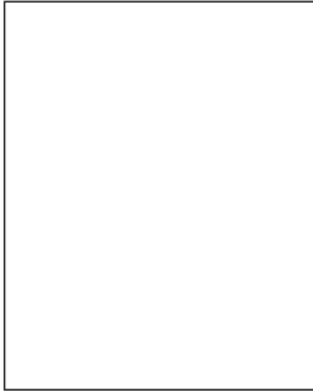
- Enjoys living on a budget
- Extended travelling
- Likes to learn languages
- Speaks English / German
- Prefer local accommodation/attractions
- Enjoys meeting new people

Demographics

- Single
- No dependents
- £ 20 – 28K earnings
- Renting

Needs and goals

- Plan multistops trips
- Keep track of places he has visited
- Wants to learn key phrases of places
- Wants to know when he has enough money
- Wants to find out what he needs to do before going



Name : **Norma Brown**

- Publisher
- 35 years old
- Born in Surrey
- Lives in Richmond, London

Behaviours

- Meticulous planner
- Not a fan of the country side
- Enjoys taking short city breaks
- Enjoys the finer things in life
- Currently learning French
- Enjoys learning about other cultures
- Comfortable using technology
- Keen blogger

Demographics

- Long time partner
- No dependents
- £ 35 – 40K earnings
- Home owner

Needs and goals

- A clear plan of her upcoming travel
- To access her travel plans anywhere
- Wants to know where the trendy places to go are
- Wants to be able to track where she has been
- Wants to keep notes on places she liked
- Wants to be able to budget