



**Age:** 27

**Gender:** Female

**Location:** Seattle, WA

**Occupation:** Travel Blogger & Social Media Influencer

# USER PERSONA #1

## Hadley Evans

### Biography

Hadley Evans is a travel blogger and social media influencer from Seattle, Washington. She has done content creation full-time for two years, and uses social media as her main source of income through travel advertisements and brand deals. As part of her work, she often travels to coastal areas, such as beaches, and she also frequently travels on cruise ships and planes. As she's increased her traveling, she's noticed significant amounts of pollution in these areas, especially plastic pollution on beaches. She wants to learn more about how her personal traveling impacts the environment, and also wants to find resources to educate herself and her audience more. In efforts for transparency, she wants to have specific numbers to calculate traveling pollution impacts to include with her posts.

### Goals

- Become a more environmentally-conscious traveler
- Learn about how her traveling impacts marine life and coastal communities

### Pain Points

- Has limited time to explore online resources
- Often only has access to her phone when traveling; resource site must be available on mobile devices



### Needs

- Access to a resource site about marine life to educate herself and her audience
- Statistics about travel and pollution impact to include with posts

### Hobbies & Interests

- Traveling
- Beach Volleyball
- Surfing
- Swimming



**Age:** 18

**Gender:** Male

**Location:** Seattle, WA

**Occupation:** HS Student

# USER PERSONA #2

## Caleb Shipley

### Biography

Caleb Shipley is a high school senior from Seattle, Washington. As president of his school's Environmental Science club, he plans environmental events, leads informational meetings for students hoping to learn more about the environment, and helps. Caleb does not travel to areas most impacted by marine tourism often, but he wants to consider his impact, as he's planning on taking a senior trip to a coastal area with high tourism rates. He's debating whether or not he will take a cruise or travel via plane or car. Caleb wants to learn more about different events to promote and partake in at his club, and he also wants to learn more about tourism's impact on traveling so that he can educate both himself and his peers.

### Goals

- Educate classmates about event opportunities to help the environment
- Learn about the implications of his travel before deciding where to take a trip

### Pain Points

- Is primarily only interested in sites that have engaging visuals
- Needs a site that explains terms in simple ways for high school students



### Needs

- Access to a website that showcases local events that his peers can engage in
- Information about traveling that he can study before deciding to take his trip

### Hobbies & Interests

- Scuba Diving
- Running
- Diving
- Gardening