

HJP1 — HJP1 Task 1: Project Approach and Prototype

Persona

The Jensens - *vacationers*



Key goals and needs

- Want family vacation location that is tropical, yet has all modern amenities.
- Want vacation that has good worth for cost.
- Want vacation with various nearby family activities, landmarks, and culturally influenced dining experiences.
- Want to save by planning vacation themselves.

TanitiTourism.com must

- Accurately represent local dining, lodging, landmarks, entertainment, and available transportation.
- Accurately display or link to sites displaying prices for dining, lodging, entertainment, and transportation.
- Provide all information relevant to vacation planning.

TanitiTourism.com must not

- Look outdated or inaccessible.

Profile

Biography: The Jensens are a young family with two young girls. Mr. Jensen works as an architect, and Mrs. Jensen works as a landscape designer. The whole family takes an annual vacation to a tropical location. The specific location does not matter much, as long as many family activities are available.

Ages:

Mr. Jensen – 40
Mrs. Jensen – 36
Carrie – 10
Gemina – 7

Location: Suburban Seattle, WA, USA

Income: \$150,000

Quote: *"We work hard planning the perfect family vacation every year. Sometimes we need a vacation just from planning!"*

Context of Use:

- Discovered site on a mobile device while browsing for vacation ideas.
- Planned and booked vacation on a laptop or desktop device.
- Checked out local amenities from hotel.