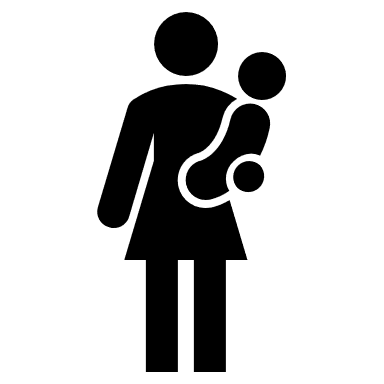
Mr. Smith

Businessman

Age: 46 From: USA Income: $90,000

Traveling for business needs and will only be staying a short amount of time. I am not interested in local attractions. I might need a car or could share a vehicle with my colleagues. Traveling by myself.

* Uses technology regularly for work and is comfortable with it.
* Prefer things to be simple and consist doesn’t want to waste time searching for information when he could be getting things done
* Don’t waste his time
* Have things easily and quickly navigated



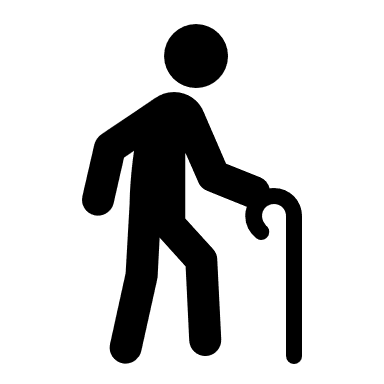
Linda

Mom

Age: 40 From: Canada Income: $70,000

Planning a new family vacation for my three children, my husband and myself. We are interested in taking a cruise and in local attractions. Information about the different transportation as well as walking paths are important.

* Uses technology regularly but not very tech savvy.
* Wants to be able to find information about attractions and transportation to be able to make the most of her time with her family
* She will have to step away a few times during her planning and will want to be able to quickly find her place in her search.
* Clear markers of where she is on the website

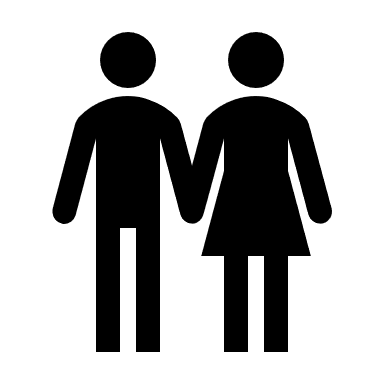
Thomas

Repeat visitor

Age: 60 From: USA Income: $175,000

I really enjoy traveling to the island. I am not as interested in local attractions as when I first visited but would like to stay in a more homely place then a hotel or bed and breakfast. I am most interested in finding a place to stay and any new information relevant to my stay.

* Not as comfortable with technology as other users
* The site will need to be easy to use for this user and ideally simple
* Wanted to be able to see new information right away
* Have things easily and quickly navigated



Rosie and John

Bride and Groom

Age: 25 From: USA Income: $80,000

Its John’s second time visiting, but Rosie’s first time. They want to plan remember honeymoon together. The want to see different local attractions together and like the idea of smaller hotels or bed and breakfasts for their stay. They would like information about car rentals or car shares.

* Happily, will use technology, and are constantly on some device
* Doesn’t mind spending more time looking for information but still prefers to look clean and update. Does not like old looking websites
* Needs things up today and modern