

# Eric Smith



*"I am looking for a easy and cheap way to ensure my luggage will never get lost"*

Age: 23

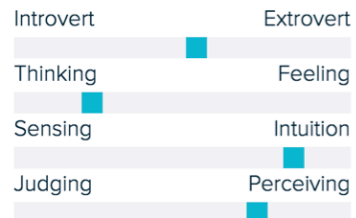
status: single

occupation: international student

Location: Boston, state

Character: full time student

## Personality



## Goals

- Study abroad to see more from the world
- Find a job that allows him to travel to different countries

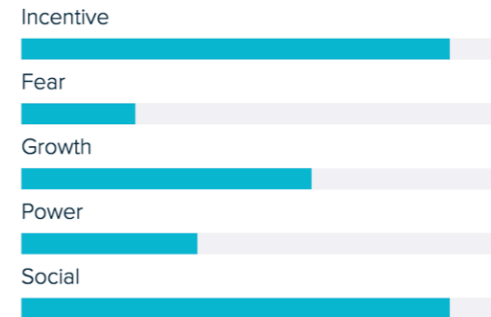
## Frustrations

- Every time when I wait for my luggage for a long time, I have anxiety.
- It takes a long time for the airline officer to find out where exactly is my luggage
- I am afraid to put some important and valuable stuff to my check-in luggage

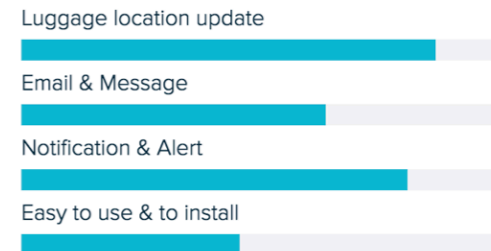
## Bio

Eric is a twenty-three-year-old student majoring in Mechanical Engineering who is about to go abroad for an exchange program in England. Eric is well-organized and enjoys efficiency, but he is also worried about the lost luggage issue. He had experienced lost luggage issue twice in the past and one of them cause him lots of trouble and he could not get his luggage in the end. This experience makes him very nervous about check-in luggage. He is trying to find a device that can track his luggage in real time and give him feedback about his luggage's location which will lower his anxiety level.

## Motivation



## Preferred Functionalities



Team Name and number:

Short Bio/History

Name : Lilly

Occupation: Housewife

Status: Married

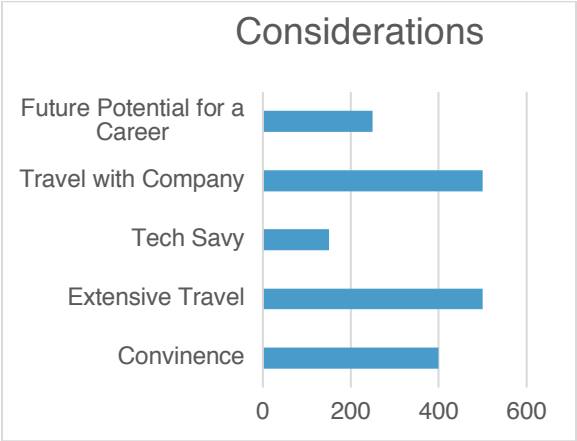
Location: Boston, MA

Character: Mother of three

I am a housewife with three kids two boys one is 12 yrs old other one 9 yrs old and a younger daughter 5yrs old. I love being a mother but it becomes a task when I am traveling alone with my kinds. My husband is in the army so he is away from us for most of the time. When we travel we have lot of luggage with us. I need some assurance of my luggage when I travel.

Quote:

***“Being a mother of three and travelling alone itself is a difficult situation, it would be great if I would have not to worry about my luggage reaching along with me to my place of travel. It would one less thing to worry about.”***



Motivations

Being tied up with family responsibility having some time off to travel is like having a me time for herself. Also, it a good way to fulfill her passion for travel which she further aims to start an online blog about her experiences.

Goals:

Her goal in life is to visit places and explore new culture. Minimum of two trips a year. Also Travel with her family – Husband when he is home and kids.

Frustrations

She feels that she should have a peace of mind not to worry about her belongings as she already has a handful of other things to look after. Also she need something easy to work with not a complicated app or a machine. Simple instructions with minimum time consumption.

Behaviors and Personality

The person loves to travel and willing to take extra efforts to carry on with her passion even after having certain responsibilities.

Happy to travel with her kids alone and is a good planner.

Team Name and number:

# Jason Tyler

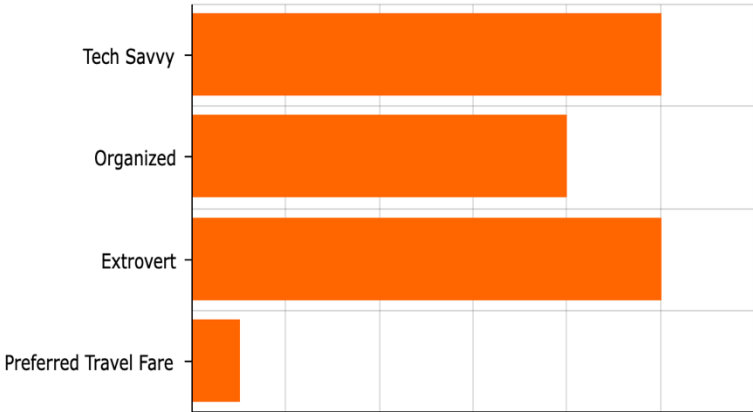
Age: 36  
Occupation: Travel Photographer  
Status: Single  
Location: New York  
Travel: Frequent Traveler



“ Just bring me my camera gear, Please!”

## Motivations

Jason needs to travel around a lot for his job. His primary bag is the one with all his camera equipment. He has another bag with his laptop and other electronic accessories such as batteries, memory cards, adapters, dongles, wires which he needs for editing, lighting etc. He is trying to find an easy way to transport all his equipment without having to worry about them getting lost. Even if a single accessory is lost, it could affect his workflow. Everything together is really heavy and he often pays extra to take them with him at all times.



## Frustrations:

- His has to carry around most of his luggage in the carry on because he doesn't trust the check-in process.
- He has a back problem because of this.
- He has to unpack and repack each and every item in his bag for security check.
- He can't carry any clothes with him.
- Has to pay extra all the time.

## Goals:

- To find an easy way to transport all his camera and related equipment care-free.
- To be able to track his bags at all times during his travel.
- To ease the weight on his back.
- To not lose expensive camera gear.

## Behaviors and Personality:

Jason loves to travel and of course loves to take pictures. He documents everything on Instagram and makes money through sponsored tours and doing paid projects for tour companies. He is very organized but his travel is mostly unplanned. He enjoys exploring and is inspired by people and places he visits. He is an extrovert and can instantly connect with anyone he meets.