

Model using your own notation
(For more shape options, click on the shapes button on the left column bar)

Persona
Jess - Student

Attributes
Age - 21
Gender - Female
Nationality - Spain
Language - Spanish
Mental / Physical impairments - None
Familiarity with technology - Proficient

Goals

Wants to meet family members
Wants to travel to different places
Wants cheaper ways to travel
Wants faster way to book flights

End time: 1:00am

