

**Persona**  
Adam - Businessman

**Attributes**  
Age - 55  
Gender - Male  
Nationality - British  
Language - English  
Mental / Physical impairments -  
Hypermetropia and Color blindness  
Familiarity with technology - Little to  
None

**Goals**  
  
*Need comfortable and luxurious flight  
options*  
*Wants discounts on bookings*  
*Needs an easy to use interface*

