

Persona 1 – “Marie, the Conscious Traveler”

Segment: Short-term tourist (primary target)

Age: 32

Nationality: French

Occupation: Marketing professional

Travel style: City breaks and cultural trips (3–5 days)

Travel frequency: 3–4 times a year

Tech use: Heavy user of Instagram, Google Maps, Airbnb, TripAdvisor

Mindset & Motivation

- Loves discovering local culture beyond the main attractions.
- Cares about sustainability and authentic travel experiences.
- Believes travel should have a positive impact.
- Enjoys social interaction and meeting locals.

Pains & Frustrations

- Finds “volunteer tourism” offers too long or complicated.
- Doesn’t trust random volunteer ads online.
- Feels disconnected when doing only typical sightseeing.
- Has little time during her stay (wants flexible 2–3h activities).

Goals & Needs

- Wants to *give back* without losing free time to explore.
- Seeks a safe, easy-to-book experience with verified partners.
- Wants to feel emotionally connected to the place.
- Prefers experiences she can share online with purpose.

How Kind Visit Helps

- Curated short volunteer experiences (2–4h).
- Verified NGOs ensure trust and safety.
- Easy booking via website or app, in her language.
- Instant recognition (Kind Visit certificate + shareable story).
- Local, authentic experience — not “touristic volunteering.”

Persona 2 – “David, the Purpose-Driven Nomad”

Segment: Digital Nomad (secondary target)

Age: 36

Nationality: German

Occupation: UX designer working remotely

Travel style: Long stays (1–3 months per city)

Tech use: Slack, NomadList, Coworker, Meetup, Instagram



Mindset & Motivation

- Lives in different cities and wants local connection.
- Enjoys meaningful networking and cultural integration.
- Feels responsible for giving something back to the places he lives in.
- Looks for balance between productivity and purpose.



Pains & Frustrations

- Feels isolated from local community.
- Doesn't know how to access NGO or local initiatives.
- Time flexibility makes long volunteering commitments difficult.
- Wants to avoid tokenistic or fake-impact activities.



Goals & Needs

- Integrate into Porto's community.
- Build local friendships and purpose beyond work.
- Participate in occasional activities without bureaucracy.
- Belong to a network of people with shared values.



How Kind Visit Helps

- Provides easy access to local NGOs and short activities.
- Offers a sense of belonging through “Kind Ambassadors.”
- Turns free weekends into meaningful connections.
- Enables networking with locals and other volunteers.
- Gives recognition and impact data (hours volunteered, causes supported).