User Personas:

- 1. Tina, a Dalhousie University student. She studies biology and hopes to do more animal research in the future. Tina is interested in hiking so much. She would like to know more plans with professional workers about travelling in nature, which will help her study a lot. She tends to use both her laptop and her iPad to access the web.
- 2. Jack, a photographer. He likes to travel and take pictures of various landscapes and animals. He wants to find some travel plans to see waterfalls or volcanoes through this website, so as to complete his shooting plan. He likes to travel with others. He usually uses mobile phones and tablets to use the site.
- 3. Lily, a teacher in a high school. She is mainly responsible for receiving international students and providing help in life and study. In order to let international students know Halifax better, she plans to hold a one-day trip to Halifax for international students who have just arrived. She hopes that the website can provide her services on car rental and English-speaking guides. She uses desktop and tablet computers to access the webpage.