

**Matt**

**Bio**

* **Age:** 27
* **Role:** Service-maintainer
* **Location:** Oklahoma
* Graduated with a B.S. in Computer Information Systems
* Been working in role for just over a year
* Is a workaholic and doesn’t know himself what a vacation is

**What Matt Does**

* Helps users with navigating the website
* Has access to user database
* Walks users/customers through the process of booking a vacation

**What Matt Doesn’t Do**

* Book a vacation for himself despite guiding others through the process

**What Matt Wants**

* Fast, easy process for users to complete registration
* Easy view for hotel reservation availability

**What Matt Doesn’t Want**

* Complicated registration process, too many steps, too in-depth
* Confusing loyalty program

*”People are dumb, keep things simple!!”* -Matt