



SELI

Age: 30

Location: Ghana

Occupation: Software Engineer

Level: Leadership

DESCRIPTION

Meet Seli , a 30 year-old adventurous traveler. Seli has always had a deep passion for exploring new places and immersing herself in different cultures. Her love for travel began during her college years when she studied abroad in Europe. Since then, she has been constantly seeking new destinations to satisfy his wanderlust.

Seli is a software engineer by profession, working long hours and often feeling burnt out. She dreams of taking breaks and going on exciting vacations to recharge and create lasting memories. However, she often finds it challenging to plan her trips efficiently due to limited time and the overwhelming amount of information available online.

PAIN POINTS

- Seli’ pain points is the difficulty of finding reliable and personalized travel recommendations. She wants to discover hidden gems, unique experiences, and local insights that go beyond the typical tourist attractions. She also desires a seamless way to organize his itineraries, manage bookings, and stay updated with real-time information while on the go.
- Seli needs include a user-friendly vacation app like VacAI that can simplify the travel planning process. She wants an app that understands her preferences, suggests tailored itineraries, and provides insider tips based on her interests. Seli also values a platform that offers secure and hassle-free booking options, as well as a seamless user experience that enhances his overall travel journey.

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