**User PERSONA**

**User Persona 1**

**Name**: **Maria Gonzalez**

**Age**:26

**Location**: Madrid, Spain

**Occupation**: Marketing Specialist

**Background**:

Maria is a young professional who loves to travel and explore new places during her vacations. She values both the educational aspects of travel and the fun, adventurous experiences it can offer. Maria is tech-savvy and frequently uses mobile applications to enhance her travel experiences.

**User Persona 2**

**Name:** John Smith

**Age:** 34

**Location:** New York, USA

**Occupation:** Software Developer

**Background:** John is a seasoned software developer working for a tech company in New York. He has a passion for technology and gadgets, always looking for ways to integrate them into his daily life. John enjoys traveling during his vacation days, often seeking out destinations that offer a mix of history, culture, and adventure. He prefers self-guided tours and using mobile applications to explore new cities, relying heavily on technology to enhance his travel experiences. John is also an avid photographer who loves capturing the essence of the places he visits.

**User Persona 3**

**Name**: Li Wei

**Age**: 22

**Location**: Beijing, China

**Occupation**: University Student

**Background**:

Li Wei is a university student studying cultural studies in Beijing. She has a keen interest in history and enjoys exploring new cities during her school breaks. Li Wei loves to immerse herself in local culture and history, using mobile apps to guide her explorations. She prefers to walk around cities, discovering interesting landmarks and attractions. Li Wei values apps that provide detailed historical information and cultural insights, which enhance her understanding and appreciation of the places she visits. She is particularly drawn to unique, less crowded locations that offer an authentic experience.