

FOODIE - PHOTOGRAPHER

# MAGGIE W.

**AGE** 29

**OCCUPATION** Graphic Designer

**LOCATION** New York City

**GENDER** Female

## MOTIVATION

Maggie aspires to travel more with her boyfriend. It typically takes her more than 3 months to plan a trip because she wants to create a personal, and authentic experience. Since she is a foodie and photographer, she often plans her itinerary around great meals, beautiful architecture. She gets itinerary ideas from her favorite travel blogs and vlogs, through Instagram photos and by speaking with locals. She is looking for a tool that will help her plan her trips more quickly, and learn more about the cities she is visiting.

## GOALS

- Find local recommendations
- Learn more about city points of interest
- Reduce trip planning time

## FRUSTRATIONS

- It is difficult to know where the best locations are for sightseeing
- Even while using Google Maps, she still makes plenty of wrong turns
- Planning for sightseeing trips takes too long

## BIO

Maggie is a young working professional who works for a NYC based digital publication that is geared towards men's fashion and streetwear. In her spare time, she enjoys photography and loves to post photos of her adventures. She is currently gearing up for a trip to Iceland with her boyfriend.



*"I want to eat great food and learn more about the cities I visit."*

TRAVEL LIKE A LOCAL

# KARESA G.

**AGE** 30

**OCCUPATION** Occupational Therapist

**LOCATION** New York City

**GENDER** Female

## MOTIVATION

Karesa is an avid traveler who enjoys exploring new cultures through the eyes of locals. Even though she is equipped on trips with a full itinerary, she often relies on asking locals for their recommendations. While planning, she typically builds her itinerary by referring to pre-made itineraries developed by her favorite travel bloggers because they often include lesser known sights and cuts planning time in half. She uses Google Maps to navigate new cities, but finds it unreliable when used offline

## GOALS

- A way to see estimated travel time between each point of interest
- Easy way to plot her itinerary on a map
- Ability to access offline and share with friends

## FRUSTRATIONS

- It's difficult to know how far sights are, and if there is enough time to visit them in a day
- Navigating new places can often be confusing, even with a map
- Trip information is scattered among different applications

## BIO

Karesa is a native to Boston, but moved to NYC a few years ago. You can often find her exploring new restaurants and lounges in the city with her boyfriend, Justin. She loves to post photos of her travels on Instagram and Facebook.



*"I am looking for a "local" experience."*

BUSY SCHEDULE

# JEFFREY B.

**AGE** 28

**OCCUPATION** Personal Trainer

**LOCATION** New York City

**GENDER** Male

## MOTIVATION

Jeffrey is an adventurer who loves the thrill of exploring new places on foot. When planning, he typically uses online resources like TripAdvisor, Yelp, and Fodors, but due to his demanding schedule, it is difficult to find the time to plan the type of trip he desires. He gravitates to sights that have historic or cultural significance, and often finds himself “getting lost” in hopes of stumbling upon some hidden gems since he rarely has the time to do research beforehand. He could benefit from an application that does “the dirty work for him.”

## GOALS

- Create a personalized itinerary of sights
- View top rated sights
- Reduce trip planning time

## FRUSTRATIONS

- There is an overwhelming amount of information on the internet to sort through
- Building a well thought out itinerary is time consuming
- Difficult to know which sights are worth seeing

## BIO

Jeffrey is a NYC based Personal Trainer who spends the majority of this time at the gym with his clients. During his free time, he enjoys reading about the latest fitness trends, and spending time with his girlfriend and puppy, Rue.



*“It’s difficult for me to find the time to search the internet for itinerary ideas”*