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| A person smiling while holding a drawing  Description automatically generated  **Ji-woo Choi** | **Age:** 30  **Location:** Soeul, South Korea.  **Education:** Masters in Business Administration  **Occupation:** Marketing Manager  **Income:** ₩80M  **Pronouns:** She/Her  **Lifestyle:** Married with one young child, strong work ethic, enjoys activities with family and friends.  **Language:** Korean  **Culture:** High Uncertainty Avoidance, Collectivist |
| *“Strength lies not in the absence of fear, but in the ability to navigate uncertainty with wisdom and unity, safeguarding what matters most – our family's well-being. In every journey lies the opportunity to weave new bonds between family and discover the beauty of connection anew.”* | |
| **Motivation**  Travelling with her husband and child, Ji-woo is motivated by a desire to ensure a seamless, safe, and culturally enriching experience for everyone. She wants to build connections to new surroundings but seeks familiarity when travelling permitting everyone to have a worry-free experience. She conducts extensive research in advance and likes to work out detailed plans in advance of travel. | |
| **Brand Affiliations**  Prefers brands that offer reliability, assurance, family-friendliness, cultural connection, and comfort. Prefers family run restaurants that offer a family-friendly environment. Uses transport companies with a reputation for good time-keeping and punctuality. | |
| **Psychographics** | **Communication Style** |
| * Culture plays an important role in her life, and she explores cultures both familiar and otherwise to her. * Her income allows her to travel, and she enjoys going to family-friendly places which explore culture. * She loves travelling with her friends and family, instead of travelling alone. | * She likes detailed, but clear communication. * She likes the ability to ask questions if she can’t find the information she wants. * She also likes to be able to gather / easily save the information she finds. |
| **Behaviour and Social Norms** | **Frustrations and Pain Points** |
| * She has a very strong work ethic, which spills over into her personal life. * She focuses very heavily on her family’s well-being. * Her work ethic makes her very well organised, especially in terms of planning. | * Her career is very time-consuming, so she hates when things take a long time to get done. * She struggles to find family-friendly, cultural experiences, as most modern experiences are short thrills. * She finds many websites hard to use, or contain outdated information which her experience in marketing causes her to become annoyed at. |

**How Might We:**

* Account for her focus on family?
* Create communication effective for her?
* Minimise her frustrations?

**Hypotheses:**

* Focus on shared experiences & use family imagery.
* Remove long paragraphs & focus on showing information immediately.
* Provide an intuitive user interface.