

Marc N.

AGE 33

OCCUPATION Optician

LOCATION San Diego, CA

GENDER Male

Role Traveling Couple

MOTIVATIONS

Marc is always looking for places to travel and see with his girlfriend. He gets his itinerary ideas from travel books and consulting travel agents. He then tailors the suggestions to what interests him most. He could use an application that provides maps that do not need constant data connection. He likes to know basic information like fees, open hours, recommended time spent at a location. He also likes to know of any deals and promotion codes to offset any costs.

GOALS

- Create a tailored sightseeing itinerary
- Know any necessary fees ahead of time
- Find the most efficient schedule to see sights

FRUSTRATIONS

- Finding an itinerary of sights that do not fit his schedule and interests
- Running into unexpected entrance fees and other costs
- Having a mobile application that only works with Wi-Fi or mobile data

BIO

Marc is a young professional who lives in San Diego, CA. He is a foodie and enjoys seeing new sights around the world with his girlfriend. When he is not traveling, he enjoys cooking food and trying different cuisines.



*"I love to see new sights
and experience new foods
with my girlfriend."*

Cha R.

AGE 27

OCCUPATION Air Force Officer

LOCATION Tokyo, Japan

GENDER Female

ROLE Traveler with Kids



"I love to take quick outings with my kids and enjoy the sights of Japan."

MOTIVATIONS

Cha feels lucky to live in Japan for the next three years. She is always looking for places to explore with her two young children. She loves to see interesting places that she can cover in a few hours before her kids get too tired. She could use an app that helps her discover paths that are easy to travel with a stroller. She also could use a feature that helps find safe play areas.

GOALS

- Discover sights that she can cover in a short amount of time
- Search for play areas safe for kids
- Find a path that she can easily walk with a stroller

FRUSTRATIONS

- Paths that are too long and challenging to handle with young children
- Paths that are too rugged for strollers
- No safe play areas for the children

BIO

Cha is an Air Force officer living and working in Japan. She is a single mom who enjoys any opportunity to explore with her two young children. She loves to post pictures of places she has been with her kids on Facebook and Instagram.

Fong T.

AGE 40

OCCUPATION Home Loans

LOCATION Irvine, CA

GENDER Female

Role Expert Traveler

MOTIVATIONS

Fong narrows down sights she wants to see by comparing itineraries recommended online. She chooses sights based on how frequently they appear on different lists. She uses Instagram to find inspiration for photo shoot locations. She uses Pinterest to discover lesser-known hidden gems. She uses Google Maps with her free international data plan. But she does not mind "getting lost" as long as she has a general sense of direction.

GOALS

- Find popular and local sights
- Find cheap travel deals
- Have freedom to explore

FRUSTRATIONS

- Many travel apps are overwhelming with too many features
- Many travel apps have feature irrelevant to her interests (ex. museums)
- Surcharges for solo travelers

BIO

Fong is an experienced professional in the home loans industry based out of Irvine, CA. When she is not working, she is most likely planning her next big trip. She is a travel hacker. She finds the best travel itineraries and cheapest airfares online. She has traveled to more than fifty countries. Her goal in life is to see it all.



*"I want to see the world.
All of it."*