

NAME

The Traveler

TYPE

Idealist



Demographic

♀

Female

25

years

📍

New city every month

Occupation: Travel Blogger

Income: \$70,000

Buying Role: Buyer

Education: College Graduate

Skills

Photography

0255075100

Writing

0255075100

Web Development

0255075100

Networking

0255075100

Marketing

0255075100

Background

Travel to new places and experience the location in its totality

Job To Be Done

Get travel information

Use Cases

Traveling solo

Traveling to a new place

Taking an unplanned trip

Goals

As a digital nomad, she wishes to **achieve an immersive experience** of the new city she is exploring. She intends to **meet her follower expectation** and **attain monetary self-sustenance**.

Quote

“

***I can either be buried in my guidebook or experience the new world around me. But I can't do both.***

”

Motivations

As a traveler, she is **enthusiastic about learning through experiencing**. Her keenness to explore is **driven by the curiosity of new places**. **The opportunity to understand different cultures** motivates her to put herself out of her comfort zone. She intends to achieve self-sustenance without compromising on her **hunger for adventure**.

Brands and influencers


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Technology









Day in the Life

Gets up in the morning, grabs her daily coffee and **checks her social media to respond to her followers**. Checks her emails to **correspond with sponsors and advertisers for her travel channels** on Youtube, Instagram, and Facebook. **Researches** on a new place to travel to. **Books tickets** on the go and departs for the destination. On arrival, **Uses the airport in formation desk and determines a mode of transport** to the hotel. After dropping her bags, she **refers to a combination of mobile apps and guidebooks** to explore the new place. While exploring, she tries **capturing as many aspects of the trip as possible** to maintain her digital footprint as a blogger.