

Serena Trentone



AGE	20
STATUS	Single
OCCUPATION	University Student
LOCATION	Toronto, Canada
TECH SAVVY	Average

“ I'm looking forward to my exchange, but this brings along new worries! I need something to reassure my worries and help me prepare.

Personality

Introvert Over thinker
Cautious Anxious
Family-Oriented Worrier

Bio

Serena is a third year university student who has accepted a 5 month study abroad program in Germany. Not only is this her first time ever leaving North America, she is also doing it alone. She was told it would be a great opportunity for her, and while she is excited, she is also extremely overwhelmed with adventuring into the unknown. She will be encountering an unfamiliar language, culture, territory and overall wants to reassure that she's safe.

Goals

- Make the most of her travels
- Stay safe and secured
- Gain confidence in navigating the country
- Keep in touch with family

Motivations

Gain Experience



Confidence



Growth and Independence



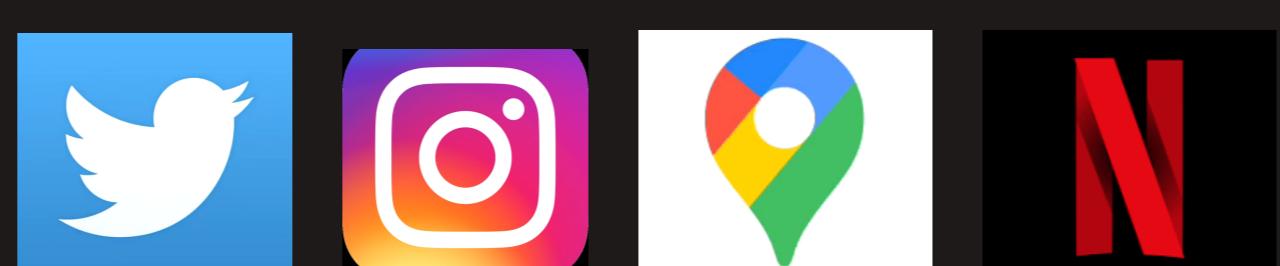
Frustrations

- **Uncertainty:** feels unprepared for unexpected situations
- **Safety Concerns:** fear of being put in dangerous situations
- **Lack of Experience:** unaware of how to organize travel logistics

Preferred Features

- **Safety Alerts:** Real-time notifications about danger zones and news.
- **Travel Restrictions:** Have access of regulations, curfews, specific laws...
- **Route Planner:** Guides her each step of the way, and shows popular attractions
- **Organized Layout:** Simple and easy to use navigation

Frequently Used Apps



Bio

For the past 15 years, Jeremy has been a freelance photographer and has worked worldwide with different travel brands, wildlife journals and landscape groups. He chases unpredictability in pictures, and the more spontaneous, the better. Hence, he finds himself in numerous unpredictable regions covering festivals, natural disasters, animals, and much more. He can never fully organize his trips as he's always on the run, and has difficulty in keeping track of rapid restriction and travel changes. He must be quick on decisions before he misses his shot!

Goals

- Discover best places for photography shoots
- Better manage travel tasks in one location
- Navigate new countries safely

Motivations

Work Passion



Challenges



Organization



Frustrations

- **Time-Consuming apps:** Wastes time juggling multiple travel apps, and may miss his opportunity
- **Inconsistent Information:** Different apps, different countries, all different update times
- **Unpredictable Regulations:** Travel becomes uncertain when unpredictability arises

Preferred Features

- **All-In-One Application:** Keep all information in one place
- **Scenic Attractions:** Recommendations of attractions based on location
- **Offline Access:** Allow some regular function in remote areas

Frequently Used Apps



Jeremy Mortinous



AGE	36
STATUS	Solo Traveler
OCCUPATION	Freelance Photographer
LOCATION	San Francisco, CA
TECH SAVVY	High

“ I'm always on the move so I must be efficient! There must be a smarter way to get all my travel things organized in one place.

Personality

Extrovert Spontaneous
Curious Adventurous
Unorganized