Persona 1: Yu Xin

A person with long hair wearing glasses

Description automatically generated with medium confidence

Age: 36

Gender: Female

Motivation/Goals: Loves travelling. Hopes to travel the world before 50.

Personality: Shy, clever, curious, serious

Location: Beijing China

Job: Clothes retail store on a busy main street

Studied: Qualified in accounting

Hobbies: Enjoys going to the library in free time. Likes to play video games. Frequently visits cheap holiday destinations for quick 2 day trips. Likes to go diving in the summer.

Frustrations: Lack of aesthetically appealing booking websites. Not being able to easily translate difficult English words and jargon. European/ Western sites being inaccessible in utility

Technology: Uses the internet to shop online and watch movies. Very standard knowledge of technology

Knowledge of Booking.com: Has used on a few occasions when travelling to Europe. Was disappointed at the chinese version of the website. Found it quite boring and unengaging compared to other booking websites she has used.

She would most likely use her laptop to access this site.

“I would love to see a more cultured version of the website that would appeal to my tastes. I would be more inclined to use a website that is similar to the sites I would use while travelling within asia. For example, I prefer navigating a site like ctrip.com. It would be great to see European booking sites adapt to our chinese market.”

“The sites current state is not very appealing to me. A site like this would not be my first pick to use due to its navigational features. The lack of information on the landing page makes the site feel empty, like there is not enough content to sell. Perhaps a busier home page and some more colour would take my interest.”