



KYC



Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 39

OCCUPATION Regional Director

STATUS Single

LOCATION Portsmouth, NH

TRF Frequent Traveler

ARCHETYPE The Planner

Organized

Practical

Proactive

Hardworking

Bio

Jill is a Regional Director who travels 4-6 times each month for work. She has a specific region in which she travels, and she often visits the same offices and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality



Brands



Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

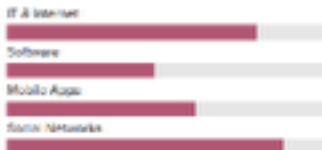
Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not as easy as they - doesn't like the process

Motivations



Technology



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AGE 39
OCCUPATION Regional Director
STATUS Single
LOCATION Portsmouth, NH
TIER Frequent Traveler
ARCHETYPE The Planner

Organized Practical
Proactive Detail-oriented

Bio
Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often stays in the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she travels, no one helps her with her travel planning. She expects her travel solutions to be as organized as she is.

Personality

Extroverted	Introverted
Extroverted	Introverted
Thinking	Feeling
Thinking	Feeling
Judging	Perceiving

Brands

KAYAK Basecamp Outlook enterprise IHG

Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not as easy as it seems - doesn't like the process

Motivations

Price	Convenience	Speed	Reliability	Loyalty/Rewards
Price	Convenience	Speed	Reliability	Loyalty/Rewards

Technology

IT & Internet	Software	Mobile Apps	Future Networks
IT & Internet	Software	Mobile Apps	Future Networks



Key Roles

