

**Preferences**

* Family time
* Desktop Devices
* Apple Phones
* Jogging / Walking
* Airplanes
* Fishing
* Active lifestyle

**Needs**

* Good quality pictures that give a good view of what you’re getting.
* Easy to navigate interface that does not leave you lost.
* An itinerary tool and checklist of things to bring would be nice.

**Tendencies**

**Technology**

Little | | Very

**Spending**

Frugal | | Lavish

**Interest in Attractions**

Sights | | Attract

**Pain Points**

* Pictures are usually too small or not very informative
* Navigating on a mobile device is nigh impossible. Even desktop can be painful
* No proper tools to help with planning. I always feel like I missed out on something.

**47**

**Project Manager**

**70K**

**Married / 2 Kids**

**Atlanta, GA**

**AGE**

**OCCUPATION**

**INCOME**

**STATUS**

**LOCATION**

**ABOUT**

Eric is a project manager obsessed with good planning. He has a wife and 2 kids (16 yr. boy and 13 yr. girl). Eric’s favorite part of vacation is going to family attractions and enjoying the scenery. His biggest complaint is how hard it is to plan a trip based off of poor quality images and lack of itinerary.

“Don’t underestimate the importance of good quality family time. It’s just too important to neglect.”

**Eric Johnson *Family Man***