

**Needs**

* I have to have a beach house. It’s a necessity for me.
* Good clear pictures really help me decided if its right for me.
* Reviews of the points of interest and places to stay are important. I put great value on people’s opinions

**Rebecca Miller *The Newly Wed***

**Preferences**

* Beach Houses
* Apple Phones
* Cruises / Boat
* Snorkeling
* Active lifestyle
* Scenic views

**Tendencies**

**Technology**

Little | | Very

**Spending**

Frugal | | Lavish

**Interest in Attractions**

Sights | | Attract

**Pain Points**

* Navigation needs to be fluid.
* There needs to be reviews on places to stay and points of interest.
* I want to see what it looks like from my beach house BEFORE I buy it.

**25**

**Marine Biologist**

**60K**

**Married**

**Long Beach, CA**

**AGE**

**OCCUPATION**

**INCOME**

**STATUS**

**LOCATION**

**ABOUT**

Rebecca is a 25-year-old marine biologist from long island. Her and her boyfriend just recently tied the knot and she is so excited to spend the rest of her life with him. She loves the ocean and dreams of discovering a new fish in her studies. “I wake up and swim with fish every day. It’s a dream come true.”

“My husband loves to surf and I love to snorkel. It’s like the ocean tides literally pushed us together. I can’t image life without him.”