User Personas:

1. John, a retired senior, is looking for somewhere warm and sandy to vacation in during Canada's cold winters. He was hoping to find a travel agency to book his vacation with, as he wants to see the different options of warm and sandy places offered by them. John, however, does not like it when travel agency websites do not have a sperate page dedicated to the services they offer. He is inattentive and tends to be easily distracted when browsing websites. Thus, he gets easily lost when websites do not dedicate a page for just their services and has to navigate through the website to fetch the different travel packs they provide. John tends to use his laptop to access the web as he does not own a smartphone or tablet.

2. Aisha, a college student, is saving up money to travel to her dream location after graduation. She was hoping to find a travel agency to book her vacation with, but there are many websites to choose from, which always overwhelms her. Aisha, however, always eliminates travel agency websites who do not provide a "About us" page, as she does not feel comfortable with companies who do not formally introduce themselves to potential customers. Due to this reason, she always seeks a "about" page when navigating the website.  Aisha always uses her smartphone to access the web and appreciates when websites increase the font size in mobile view, as it difficult to read small font sizes on small screens.

3. Andre, a father of four, is looking for somewhere to vacation with his family over the summer. He was hoping to find a travel agency to book his vacation with, as they always provide the best deals. Andre appreciates when travel agency websites offer a newsletter to members who provide them with their emails. As they always update him with the best deals they offer. Andre uses his tablet to access the web and appreciates when websites are responsive to a tablet's screen size.