

# Alex Mid-Career Professional



*"I want to travel with my family to a tropical island, for some much needed rest and relaxation."*

Age: 45

Location: Chicago, IL

Married, 2 Children

Income: 78k/yr

## Key Goals & Behaviors

- Has advanced in career to the point where a major family vacation is feasible.
- Looking for an escape from city life and a chance to relax.
- Looking for travel options that include transportation, lodging, and activities for all members of his family.
- Tech savvy and able to research and book vacation online.

## Website Expectations

- Have a modern elegant design.
- Be user friendly, easy to navigate.
- Provide thorough information about local attractions, and the history of the island, as well as describing available services.

## Interaction with Site

Discovers site during web search for cruises → uses website to do research on island → follows links from site to book cruise tickets and hotel → continues to use website to make plans and find attractions while on vacation.