

Alicia

Plan-in-Advance Traveler



"I love traveling to different places for my job. It's even better when my family tags along!"

Age: 51

Work: Executive Vice President

Family: Married, two kids in college

Location: Seattle, WA

Travel Profile

Time



Budget



Experience



Travel Frequency



Activities on Travel Website

Planning



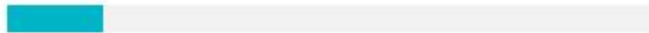
Advice Seeking



Shopping



Socializing



Bio

Alicia is a seasoned business traveler with both the time and budget to combine her business trips with family vacations. She wants advice on how to plan the perfect trip with her husband and two teenage sons, all while managing her business commitments. She is a registered AARP member and enjoys the benefit of her membership. Alicia also frequently shops online for luggage and travel-related gear. Finally, she likes being to access information about attractions and activities on her phone, especially if she has bookmarked them before on her laptop.

Goals

- Plan an cultural and fun experience for her family
- Learn from experts and other travelers on how to plan the perfect trip
- Personalize packages to accommodate time for business and fun with family

Frustrations

- Difficult to schedule business and pleasure activities together
- Hard to buy and carry travel-related luggage for entire family

Travis



"I want to get the best bang for my buck."

Age: 24

Work: Sales Manager

Family: Single, no kids

Location: Irvine, CA

Travel Profile

Time



Travel Frequency



Experience



Budget



Activities on Travel Website

Socializing



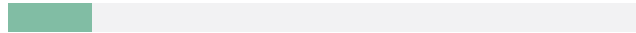
Planning



Advice-seeking



Shopping



Budget Traveler

Bio

As the Sales Manager for a startup, Travis has the time for an extended bleisure trip, but also a limited budget. Although he doesn't have considerable travel experience, his work requires frequent travel. As a young marketing professional, the major activity Travis is interested in is socializing and networking. He also seeks information and guidance on planning for his limited budget travel.

Goals

- Find cheap, yet high-quality, travel deals
- Stay with a local host to save money
- Share tips and photos with other peer travelers

Frustrations

- Not easy to plan a bleisure trip while on a budget
- Difficult to find a reliable travel companion

Katherine

Time-Sensitive Traveler



"I love squeezing in some time to explore while on my business trips!"

Age: 38

Work: Corporate Investigator

Family: Single, no kids

Location: Buffalo, NY

Travel Profile

Budget



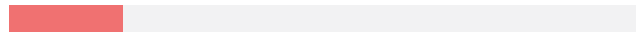
Travel Frequency



Experience



Time



Activities on Travel Website

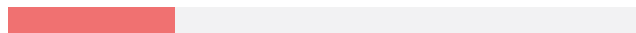
Advice Seeking



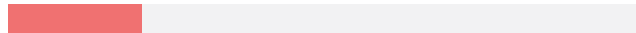
Planning



Shopping



Socializing



Bio

Katherine is an ambitious working woman, who travels frequently on her job. She has the budget for an extended bleisure trip, but rarely the time. So, she tries to fit in activities in between her work during business trips. She seeks relevant advice on TravelNow! and either plans her trip ahead or squeezes in activities whenever her schedule permits. Her major frustration is losing connectivity and having no readily-available source of information about the city she is visiting.

Goals

- Efficiently find and schedule tourist activities during a business trip
- Find accurate and timely information all in one place

Frustrations

- Scrambling for information
- Losing connectivity in remote locations

Gordon

Travel Arranger



"Takes some skill to manage an employee's travel plan within the company's budget and travel policy."

Age: 32

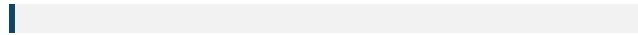
Work: HR Manager

Family: Single, no kids

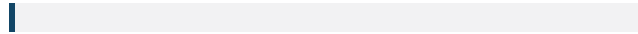
Location: Rochester, NY

Travel Profile

Time



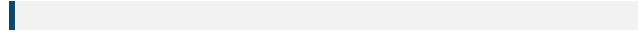
Travel Frequency



Experience



Budget



Activities on Travel Website

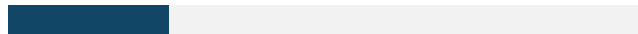
Planning



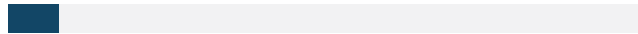
Advice Seeking



Socializing



Shopping



Bio

Gordon is the company's HR manager who also handles travel request for the other employees. He books flights and hotels as per the company's policy, and also the employee's request at times. He is always on the look for ways to reduce cost to company without sacrificing the wellness of the employees. He has a hard time managing the travel plans and reimbursements of employees who book travel and stay on their own.

Goals

- Book comfortable travel for employees
- Enforce company's travel policy and budget

Frustrations

- Satisfying each employee's criteria while sticking to company's budget
- Not being able to track all employee's travel itinerary