

# User Personas

Product Management Bootcamp, M4  
Aliona Mizelle



# Sarah Johnson

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She/Her

<b>Additional Background (occupation, education level, roles outside of work)</b>	Sarah is a marketing manager at a mid-sized tech company. She has a bachelor's degree in marketing and enjoys traveling whenever she has the chance. She is also a fitness enthusiast and enjoys running marathons in her free time.
<b>Experience Level/Skills</b>	Sarah is an experienced traveler who values finding the best deals for her trips. She has used similar travel apps before and has a good understanding of how they work. She is tech-savvy and comfortable using mobile apps and websites.
<b>Goals</b>	Sarah's goals are to find the best deals on flights, hotels, and activities for her trips. She wants to save money without sacrificing quality. She values a simple and user-friendly interface that allows her to quickly and easily find what she's looking for. She is concerned about the safety and reliability of the deals and bookings offered by the app.
<b>Tagline</b>	"Experience over things"
<b>Quotes</b>	"I love how TravelZoo always has unique and exciting travel experiences that I wouldn't find on other sites." "The app's price alerts feature has saved me so much money on flights." "I appreciate that TravelZoo vets all of their deals and only promotes trustworthy companies."
<b>Product Interaction (frequency of use, preferred device, etc.)</b>	Sarah will use the TravelZoo app frequently, especially when planning trips or looking for travel inspiration. She prefers to use the app on her iPhone and also on her work computer during lunch breaks.