

# Meet Paola

## She wants

To ask to trusted people for travel tips

Follow some blogger

## She's frustrated

To spend too much time to find a friend for travel tips

When she has to find back the information



Paola



# Paola Journey

1. Want to go in New Zealand
2. Looking for some **friends** who has been in NZ
3. Try to **extract** the information
4. Look on travel **blogs** for some tips
5. **Compare** the different information
6. **Note** all the information on his phone
7. Once in NZ, she **copy paste** every information on google maps to have more info



Paola