Personas

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Persona #1- these people are mostly likely younger adults who live close by and do not need to spend the night. These people are looking to come for a full day of skiing and/or snowboarding but not looking to spend the night because most likely they live within driving distance to the lounge. There are two types of these people the ones who are visiting their friends who live close by they will most likely select the day pass. While the other type of person in this group is one who lives close by and is looking to get a season pass as they will be coming very often.

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This second persona is for the consumer that is looking to book a trip/ go on vacation. Many families go on ski resort vacations especially during the winter holiday months. I have two different type of consumer groups in here as well, the first being the family that is looking for a nice spot to vacation that will have plenty of activities for kids of all ages. This is a good spot for families to go vacationing because skiing is fun for a variety of different ages. The second consumer group in this persona is a couple looking for a romantic getaway. This consumer group is looking for nice scenery, fancy room, some privacy, as well as couple activities that they can do together. The ski resort is good for this consumer as well as it is easy to be secluded off when in a mountain and a landscape that is that big. This offers a cozy getaway with great scenery for this consumer group.

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This is my third and final persona, this persona covers a different type of person visiting the website. This group of people are looking for a career or just a holiday employee. I have three different careers in mind for this persona. First, I had the snowboard/ski instructor as lots of people go to ski resorts for their first-time skiing having a good instructor to teach beginners is very important. The second career opportunity I listed for this persona is the hospitality business employees. This field has been growing over the last couple years and resorts must have employees that manage and take care of resort. It is important to hire good candidates for this position as they directly affect the customer satisfaction scores of the resort. Business like this one is very dependent on customer satisfaction and good word of mouth. This brought me to my third consumer group that is an internship program. Ridgeline lodge is in Flagstaff Arizona this also happens to be where NAU is located so lots of college kids nearby. With hospitality business increasing it could be a good opportunity to use the local workforce and hire interns to learn from seasoned professionals.