EMBARK
travel

PROTO PERSONAS

CURTIS
Accountant

ABOUT

Age: 33
👤 : Male
$: 120,000
🎓: MS in Accounting
🚩 : Petersburg, Virginia

⇄ Repeat user

❝ True art is steeped in the oldest traditions."
*slurps black coffee ❞

BIOGRAPHY

A 33 year old accountant who works in a cubicle 40 hours a week. Curtis is married with 2.5 children and has the most common type of color-blindness (Deuteranomaly, which occurs in 5% of males according to the National Eye Institute. He is unable to tell violet from blue and perceives greens and yellows as different shades of r Curtis loves art, reading and studying world history. He hates his job and dreams of owning his own Art History Museum. Bogged down by the need for financial stability and his penny pinching roots, Curtis continues to put his dream on hold while he keeps up with the world, new cultures and histories, and searches for the unfound treasures of the art world through the convenience of the internet during his free time (and let's be honest, most days at work). His favorite artists from history include Leonardo Da Vinci, Wu Daozi, and Igor Savitsky. He watches documentaries on the weekends and keeps up with national geographic as well.

Relationship With EMBARK: 3 yrs

PERSONALITY

introvert		extrovert
intuition		sensing
thinking		feeling
judging		perceiving
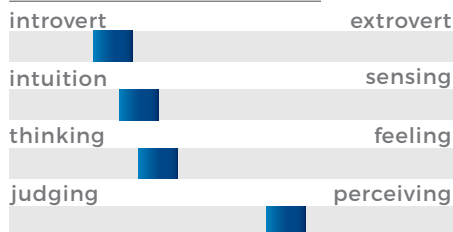
NEEDS

- In depth guidebook
- Guided tours through the major cities of the world
- Bucket list planning tools
- Expert advice from professionals

GOALS

- Escape his daily routine
- Check off locations from his bucket list
- Travel to the locations he studies
- Talk with other travellers

FRUSTRATIONS

- Colorblind - lacks visual orientation
- Physical discomfort from sitting too long
- Too much automation in software
- Hesitant to make purchases online

UX, usage

A TYPICAL DAY

The alarm rings on Curtis's iPhone 6 Plus. You know the tone, titled "Radar." It's one of many of Apple's stock ringtones and alerts. Curtis rolls out of bed at 6:30 a.m., and promptly wakes himself up with a shave and a shower. 7:15 a.m.. Curtis feeds his dog, a grabs his backpack (packed the night before) and kisses his wife on the forehead before taking off for the day. As he takes the thirty minute daily commute by bus to his office, he catches up on the news of the day through his iPhone. He uses a news aggregator to compile stories from a variety of sources, with a focus on World News, Art, Design, and Technology. Curtis arrives at the office, and promptly starts his work day at 9:00 a.m. As soon as 5:00 p.m., Curtis performs his daily actions in reverse.
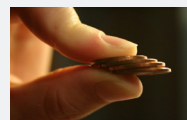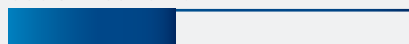
TECH SAAVINESS

IT & Internet

Software

Mobile Apps

Social Networks

CHALLENGES

- Balancing visual and written design; Accessibility is a necessity
- Use encouraging action verbs
- Make autocomplete optional; use autocorrect and invalid fields to prevent bad input (remember GIGO)
- Make sure to use https/ensure security measures are taken/use two-factor authentication

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JESSICA

College Student

ABOUT

Age: 22
👤 : Female
$: 34,000
🎓: In college - Early Childhood Education
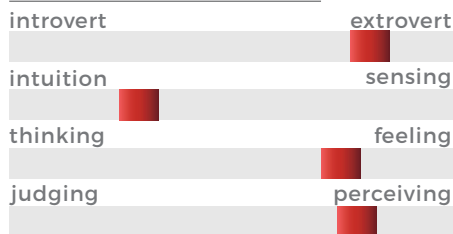🏴 : Aurora, Illinois
🔁 First-time user

> **❝** You can shake the sand from your shoes, but not from your soul. **❞**

BIOGRAPHY

Jessica is a free-spirited 22 year old sophomore in college, studying early childhood education to become a teacher. She follows instagram influencers who likes to document their life as they travel the world and meet new people. Jessica has lived her whole life in the suburbs and has occasionally traveled around the States. She wants to find a service that can take her traveling outside the U.S. someday and become a social media influencer.

Relationship With EMBARK: 1 yr

PERSONALITY

introvert ———————————— extrovert

intuition ———————————— sensing

thinking ———————————— feeling

judging ———————————— perceiving

NEEDS

- She is interested in a visual interface.
- Wants a guide for safety purposes and to show her the unique spots of the country
- She would want an optimized site so she can start traveling with no hassle.

GOALS

- Take aesthetically appealing photographs
- Expand her world views
- Start her own Travel Blog

FRUSTRATIONS

- She wants mostly visual interface; would be unhappy with a lot of words
- Impatient with loading times; wants instant gratification
- Long, unsecured forms
- Loyal to Apple devices and Google Chrome browser

UX, usage

A TYPICAL DAY

Jessica wakes up at 8 a.m. and checks her notifications and social media accounts and drinks/posts about her morning smoothie. She goes to her college gym to run and adds videos of her workouts and links to her favorite workout songs to her Instagram and Snapchat stories. She gets cleaned up from her workout and checks her notifications again before heading to her 11 a.m. class. During class she opens her MacBook Air and splits the screen to view her Google Docs and social media feeds. She meets her friends for lunch on campus and takes/edits photos of her food to make it more picturesque and posts again to her social media accounts. She continues to her 2 p.m. class, again splitting computer space between her lectures and Instagram feeds. She heads to the local coffee shop with friends to "study" and get a post-worthy picture. From 6 p.m. - 10 pm. she catches up on her favorite reality tv and lifestyle/photography channels on YouTube, checks up on her favorite blogs and begins editing photos and brainstorming ideas for her own travel/photography blog one day. She checks social accounts and replies one more time before heading to sleep.

TECH SAAVINESS

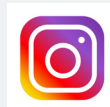IT & Internet

Software

Mobile Apps

Social Networks

CHALLENGES

- Mostly visual interface
- Optimized, efficient loading time/speed
- Quick, secure alternatives for forms
- Compatible with iOS and multiple browsers

JESSICA

College Student
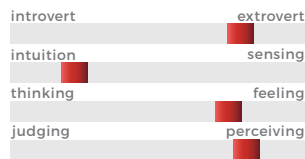
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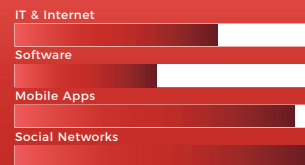## FRUSTRATIONS

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TECH SAAVINESS

IT & Internet

Software

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Social Networks

CHALLENGES

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PAUL

Content Creator/ Former Software Developer

> "Content-creation is a lifestyle choice. There are a lot of sacrifices that I've made, but I regret nothing."

ABOUT

Age: 26
👤 : Male
$: 60,000
🎓: BS in Computer Science
🚩 : New York, New York

⇄ Power user

BIOGRAPHY

Paul spends his every waking hour thinking about content-creation. He lives on YouTube and social media or in an editing program filtering his latest photos and splicing his latest viral video. Technology is life and Paul lives as an early adopter of new and upcoming tech. Paul is connected with his social media community on a constant basis and is always giving advice, tweeting, or posting replies to his consumers. He focuses on quality over quantity for production in both what he creates and what he consumes.

Relationship With EMBARK: 3 yrs

PERSONALITY

introvert — extrovert

intuition — sensing

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judging — perceiving
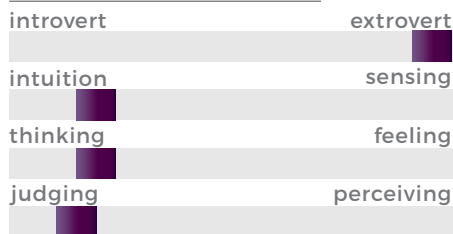
NEEDS

• Quality content reviews
• High level of interaction
• Power user controls
• Social media reach

GOALS

• Grow social media following
• Become an established name
• Travel by affiliations solely
• 1 million YouTube subscribers

FRUSTRATIONS

• Poor Content Reviewers
• Lack of social connection
• Lack of creative flexibility
• Variety of media inclusion

UX, usage

A TYPICAL DAY

Late nights and caffeine driven binge creation is daily life. Paul wakes up at 5:30 AM and uses his iPhone X to check his social media comments and to catch up on tech news and other bloggers he follows. Paul edits his latest video first thing in the morning to release his video at 10:00 AM daily. After lunch Paul writes for his blog and preps all posts for social media across platforms. Paul eats out for dinner with friends and is extremely social in his community. He enjoys the fine dining and the seedy bar experience because it drives content.

TECH SAAVINESS

IT & Internet

Software

Mobile Apps

Social Networks

CHALLENGES

• Hire well-established reviewers
• Blog social media inter-connection
• CMS for content-creators
• Multimedia inclusion

PAUL

Content Creator

ABOUT

Age: 26

👤 : Male

$: 60,000

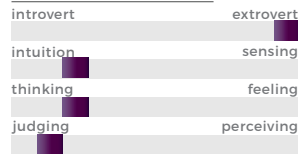🎓: BS in Computer Science

🚩 : New York, New York

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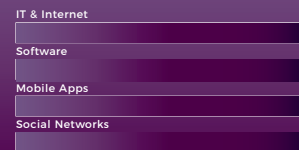
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TECH SAAVINESS

IT & Internet

Software

Mobile Apps

Social Networks

CHALLENGES

- Hire well-established reviewers
- Blog social media inter-connection
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- Multmedia inclusion

SILVA
Musician

ABOUT
Age: 35
- : Male
$: 25,000
- : High School Education
- : Sao Paolo, Brazil
⇄ New user

"The heart beats for music's expressive nature to be loved. It communicates through the company of emotions. "

BIOGRAPHY
Silva is a Brazilian middle-aged man whose life revolves around music and Paralympics. Silva has been paralytic as far as he can remember. However, he never felt discouraged about his inability to walk like most people could. He still does his best to be physically fit, as well as to maintain good health through a rich diet combined with his exercise. Although he always makes sure to eat as healthy as he can though, he enjoys indulging in all kinds of food that may come into his path. He is particularly fond of traditional foods from his own country as well as other outside countries.

Relationship With EMBARK: 0 yrs

PERSONALITY

introvert — extrovert
intuition — sensing
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judging — perceiving
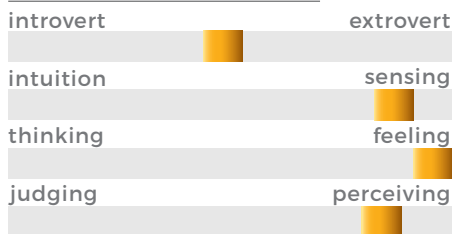
NEEDS
- Ease of use
- Uncluttered and user friendly presentation
- Intuitive design for first time users
- Wide margin of error (forgive mistakes)

GOALS
- Learn about the world's cuisine
- Learn about the music styles around the world
- Find travel options
- Engage in a community of like-minded individuals who enjoy music and street performances

FRUSTRATIONS
- Poor vision
- Inexperienced with technology
- Inefficiency and cluttered layouts

UX, usage

A TYPICAL DAY
Silva has a passion for musical street plays, often performing with a group of friends at certain pedestrian streets, or even solo in certain occasions. He often prefers percussion instruments, like bongos or drums, but he can play a wide variety of instruments. Something he always dreamed of was to perform with other street players around the world, and learn of the different kinds of music styles the world has to offer. He gets up when he wants to and does whatever he feels in the moment. No one sets the day's schedule that isn't Silva.
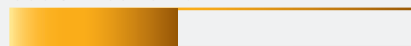
TECH SAAVINESS

IT & Internet

Software

Mobile Apps

Social Networks

CHALLENGES
- Provide just the right amount of information
- Proper spacing for the elements within the website
- Well labeled, and self-descriptive UI that the user can figure it's meaning on their own
- Proper use of the brand's color to allow for eligibility and usability

SILVA

Musician

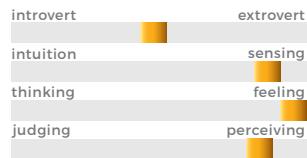## ABOUT

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⚑ : Sao Paolo, Brazil

New user

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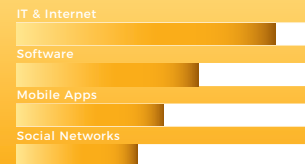
PERSONALITY

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intuition   sensing

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IT & Internet

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Mobile Apps

Social Networks

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- Proper use of the brand's color to allow for eligibility and usability

SASHA

Blogger/Writer

ABOUT

Age: 33
👤 : Female
$: 83,000
🎓: BA in Literature
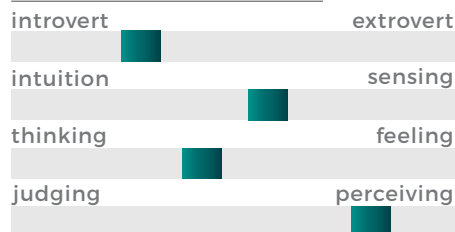🚩 : Bordeaux, France

⇄ Power user

> " I travel for my work and to get in touch with my higher self. For me, safety and my quality time is really important. "

BIOGRAPHY

I was born and raised in France. My dad was an expert geographer, my mom was cartographer which is a subset of geography and that was how they met. Growing up in a family that traveled all the time, I was inspired by the stories that my parents had in their trips when they were young, and that led me to build my first travel-blog when I was 16. After more than 15 in this writing field, with nowadays technology, blogging became not only a hobby but also my full-time job . Traveling is one of my best ways to express who I am and to inspire people. I want my blog not only motivate people to explore themselves but also to spread love and kindness to wherever they put their steps on. Being a loyal customer to Embark for almost a decade, I am truly appreciated the service and the benefits the company offered me. For me, there is nothing better than a fast and reliable service that I can count on in any circumstances. Moreover, this is also a place for me to spread the love to people and to encourage people to take a step out of their comfort zone and discover the greatest in them.

Relationship With EMBARK: 7 yrs

PERSONALITY

introvert ———————— extrovert
intuition ———————— sensing
thinking ———————— feeling
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NEEDS

- Community connection
- Offline Emergency Contact
- Safety
- Information (weather, road)

GOALS

- Find unique places for inspiration
- Being more exposed to new cultures
- Advertising her blog and business

FRUSTRATIONS

- NOT being disturbed
- unauthorized ads
- fake accounts

UX, usage

A TYPICAL DAY

Waking up around 6.30. Doing routine of washing face, brushing her teeth, making breakfast and coffee. Around 7 am she starts eating her breakfast and checking her social media and blog. Check her to do list, calender and budget. She goes to her studio space and she will work there till night on new ideas, her writings, replying emails and comments. She will spend time to plan her travels and check prices on websites for places to go.

TECH SAAVINESS

IT & Internet
Software
Mobile Apps
Social Networks

CHALLENGES

- Providing Offline Contact
- Trustworthy Community
- Being Up to Date
- Improve number of viewers

SASHA

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