

High Achieving Margie



Background:

- Doctor of Nursing Practice (DNP)
- Married

Demographics:

- Female, 35 years old
- Dual family income will be \$190,000
- Lives in a nice house in Southern CA

Identifiers:

- Empathetic and understands people
- Comfortable with technology beyond her day to day needs as a practitioner
- Is an influencer for peers and family
- Extremely detail oriented and enjoys researching
- Highly trusted by her customers
- Always genuine and hard worker
- Enjoys her down time and a relaxing glass of wine to unwind after a long day of work

Tasks:

Simple: Margie loves researching vacation destinations. She loves seeing people she knows that post about their travels and adds locations to her bucket list that her and her spouse would enjoy.

Complex: Margie and her husband have saved up money for a while knowing that they want to use the money to enjoy their trips while they are healthy. She knows she can afford a luxury vacation. Even though she knows she would be happy spending less she decides she wants to go all out in a vacation that both her and her husband will love. After much research, she wants to start the process of booking her trip for next year because she never waits until the last minute. She is thinking of doing a Hawaii vacation. If this goes well her and her husband have talked about planning fun trips abroad down the road like going on a river cruise in Europe. This is of course if that is still a possibility with Covid guidelines and travel restrictions.

Stretch Feature: The 5-star review would be visible. Margie likes to do research and would like to see why other users gave high or low ratings for destinations they went to.

Reliable Tim



Identifiers:

- Never misses a deadline
- Born leader
- Ability to think around a problem
- Good negotiating skills
- A knowledge of computer modelling software
- Excellent communication skills
- Good project management skills
- Enjoys all aspects of life. Both the calm and relaxing as well as a good adventure
- Enjoys golfing with wife

Stretch Feature: The 5-star review would be visible. Tim will only review destinations that are given 5-stars. His thought process is why waste my time going on a trip that is not perfect.

Background:

- Transport Engineer
- Bachelor's degree in civil engineering
- Married

Demographics:

- Male, 31 years old
- Sole provider for wife
- Annual income is \$75,277
- Planning on having children soon with his wife

Tasks:

Simple: Tim just wants to get ideas and think about vacation destinations with his wife. They are not in a rush to go on a vacation but they want to get ideas in place for when they get the travel bug.

Complex: Tim understands that he cannot afford a luxury vacation with them planning on starting a family soon. Tim wants to make sure him and his wife get a vacation planned to enjoy each other's company before a little one comes. He also wants to think long term so they have an idea of trips to go on after retirement when his wife and him become empty nesters. He does not want his spouse to think he is cheap but wants to plan something with his wife that is relaxing on a budget. Tim is very frugal with his money but realizes that he can afford a trip around \$2,500. Tim looks at destinations that would interest them. He sees Palm Springs and thinks that would be a great trip. He thinks that would be a nice warm place that they could go golfing and just enjoy each other's company. He wants to add a trip like this to his short-term possibilities (within the next 5 years category). He also wants to sit down with his wife and talk about possible trips down the road with his wife that they can start early setting aside a few dollars here and there so they can afford it down the road.

Hard Working Blake



Identifiers:

- Highly energetic
- Thrill seeker
- Loves to hike and climb
- Camping and fishing enthusiast
- Enjoys working out as daily routine
- Puts in a hard day's work every day
- Always tries to stretch what income he has
- Known saying: Time is precious, live everyday like it is your last

Stretch Feature: The 5-star review would be visible. Blake knows that many might people might give lower marks for minor things. He enjoys looking at all rating but especially ones with lower reviews. He thinks what others find as beneath them could be exactly what he would enjoy.

Background:

- Highway Maintenance Worker
- High School Diploma
- Married

Demographics:

- Male, 22 years old
- Annual income is \$34,277
- Living in an apartment with wife

Tasks:

Simple: Blake knows he cannot afford what most people can. He and his spouse were high school sweethearts and never were consumed with possessions or luxury. Blake knows that he is very limited on what he can afford for their vacations. He wants to plan trips with his wife to get a much-needed break from all of the hard work he puts in every week.

Complex: Blake and his wife both love to go hiking and they are very much nature lovers that enjoy camping. He sees that one of the locations highlighted on a budget is Yosemite National Park. His wife and him watched a movie called, "Free Solo" about a man that climbed a granite wall called El Capitan which is 3,000 feet tall, and he did it in 4 hours without a rope. He remembered his spouse telling him that she would love to go see that granite wall in person. Blake sees that there are some things offered that he cannot afford like a helicopter tour. But that doesn't bother him. He knows that there are other things that his spouse would enjoy. The beautiful views, the great hiking trails, fishing, camping in a tent in the beautiful outdoors, and even panning for gold. Blake sees links to the Yosemite National Park website as well as a recommended app to download that even has off content when Wi-Fi is beyond reach. Blake is pretty sure this is what he wants but he holds off for now on booking anything. Blake creates a username and password so that he can store this as a possible future vacation.