

SNOWBOARDING USER PERSONA



NAME Jane Doe
AGE 28
LOCATION Madison, WI
OCCUPATION Packaging Engineer

INTERESTS	travelling, snowboarding, relaxing, adventuring
CHALLENGE	can't find any good snowboarding hills in Wisconsin with a modern resort with good amenities available
STEPS TO HELP	started looking in Michigan because they have good snow in the winter time
GOAL	looking for a ski resort in Michigan that has advanced hills and a modern resort with lots things to do on a family vacation

TRIP TYPE	looking to go on a ski trip with her parents and 3 siblings that are of similar age. they want to go snowboarding on the hills during the day, her brothers want to work out after, her sister wants to relax at the spa, she wants to go shopping, and they all want to meet up after with their parents and go to dinner at a local restaurant at the ski resort.
NEED	good ski hills gym spa shopping local restaurants suite room to stay in
GOALS ON WEBSITE	research ski resorts online in michigan to see what they have to offer on their website. book everything for the resort on their website so she doesn't have to worry about anything when they get there,