Persona: Maya Patel

Demographics:
- Age: 29
- Gender: Female
- Occupation: Graphic Designer
- Location: San Francisco, CA
- Education: Bachelor's Degree in Fine Arts

Background:
Maya is a creative professional who balances a busy career with a passion for travel. She enjoys exploring new places, trying different cuisines, and immersing herself in local cultures. Maya uses travel as a way to recharge and find inspiration for her work. Her busy schedule means she often looks for quick and convenient solutions for planning her trips.

Travel Preferences:
- Travel Style: Adventurous yet comfortable; likes to blend relaxation with exploration.
- Favorite Destinations: Trendy cities (e.g., Barcelona, Tokyo), scenic natural spots (e.g., New Zealand, Swiss Alps), and cultural hubs (e.g., Istanbul, Marrakech).
- Accommodation Preferences: Boutique hotels, unique stays (e.g., treehouses, converted lofts), and high-quality hostels.
- Budget: Moderate; willing to spend more for unique experiences or better comfort but looks for deals and value.

Goals:
- Convenience: Wants an easy-to-use platform that consolidates flight, accommodation, and activity bookings in one place.
- Personalization: Seeks recommendations tailored to her interests, like art tours, local food experiences, and off-the-beaten-path attractions.
- Flexibility: Prefers options with flexible cancellation policies and the ability to make last-minute changes.

Challenges:
- Time Constraints: Juggling a busy job means she has limited time to research and plan trips in detail.
- Overwhelmed by Choices: Can feel overwhelmed by the sheer number of options available online and wants curated, high-quality recommendations.

Technology Usage:
- Devices: Primarily uses her smartphone and laptop for planning and booking.
- Apps: Regularly uses social media for travel inspiration and relies on apps for navigation and booking services.

Behavior:
- Research: Starts by looking for travel inspiration on social media and travel blogs before moving on to booking platforms.
- Decision-Making: Values reviews and ratings from other travelers, and appreciates detailed descriptions and high-quality images of accommodations and activities.

By understanding Maya Patel's needs and preferences, "Make My Trip" can tailor its features and recommendations to provide a more personalized and efficient travel planning experience.

Use-case diagram: