

Creative Candice

Background:

- Mid-level job
- Master's degree in Business Administration
- Recent graduate
- Single

Demographics:

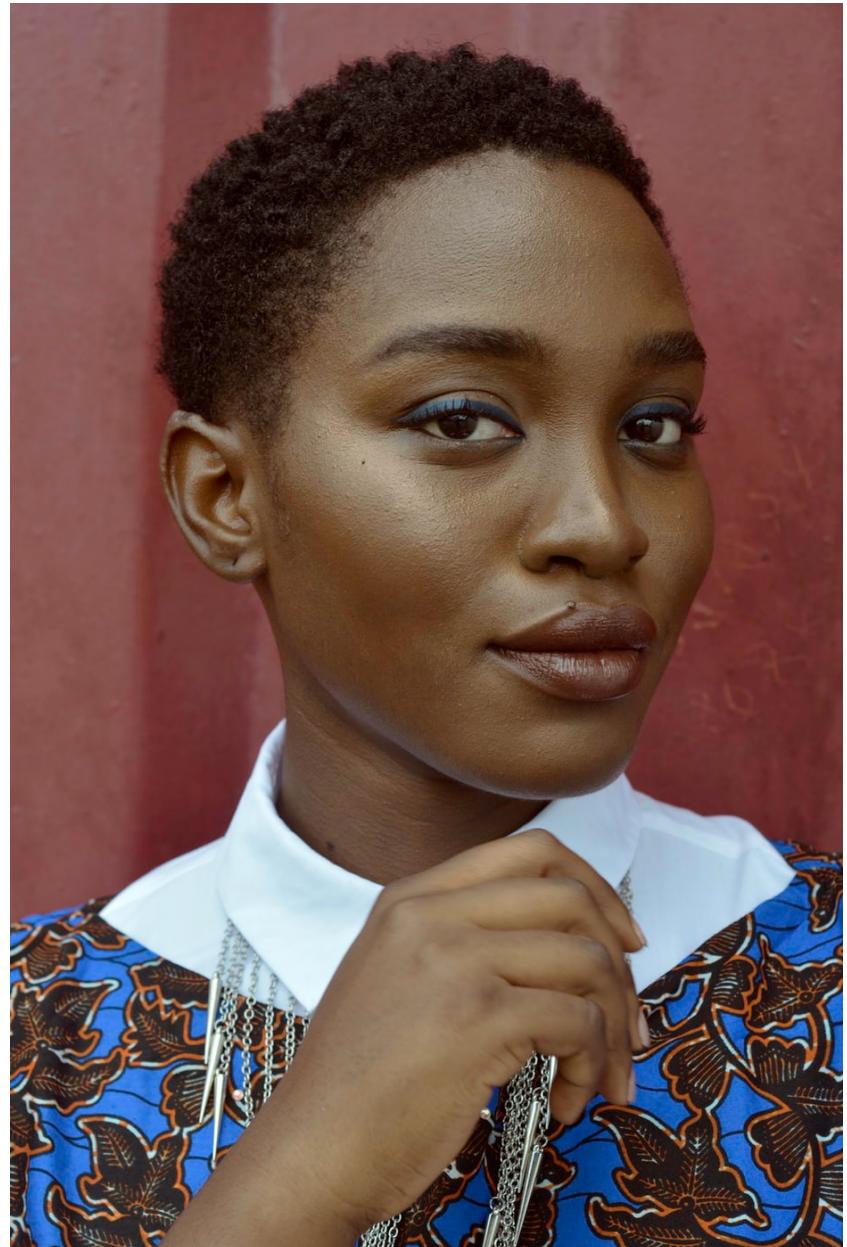
- Female, 25 years old
- Single income of \$80,000
- Lives in a loft in New York City

Identifiers:

- Business savvy
- Creative personality
- Is an influencer in her circle of friends
- Outgoing

Simple task: Looks on blog for ideas for a vacation with her friends.

Complex task: Creates group chat with group of friends to plan vacation.



Technical Tyler

Background:

- Senior-level job
- Bachelor's degree in Computer Science
- Married
- 2 young children

Demographics:

- Male, 31 years old
- Household income of \$200,000
- Lives in a 3-story home in Seattle

Identifiers:

- Tech savvy
- Deep thinker
- Friendly
- Open-minded

Simple task: Creates an account.

Complex task: Upload's photos of his family vacation and adds details of trip.



Eager Ed

Background:

- Retired
- Married
- 3 older children, 5 grandchildren

Demographics:

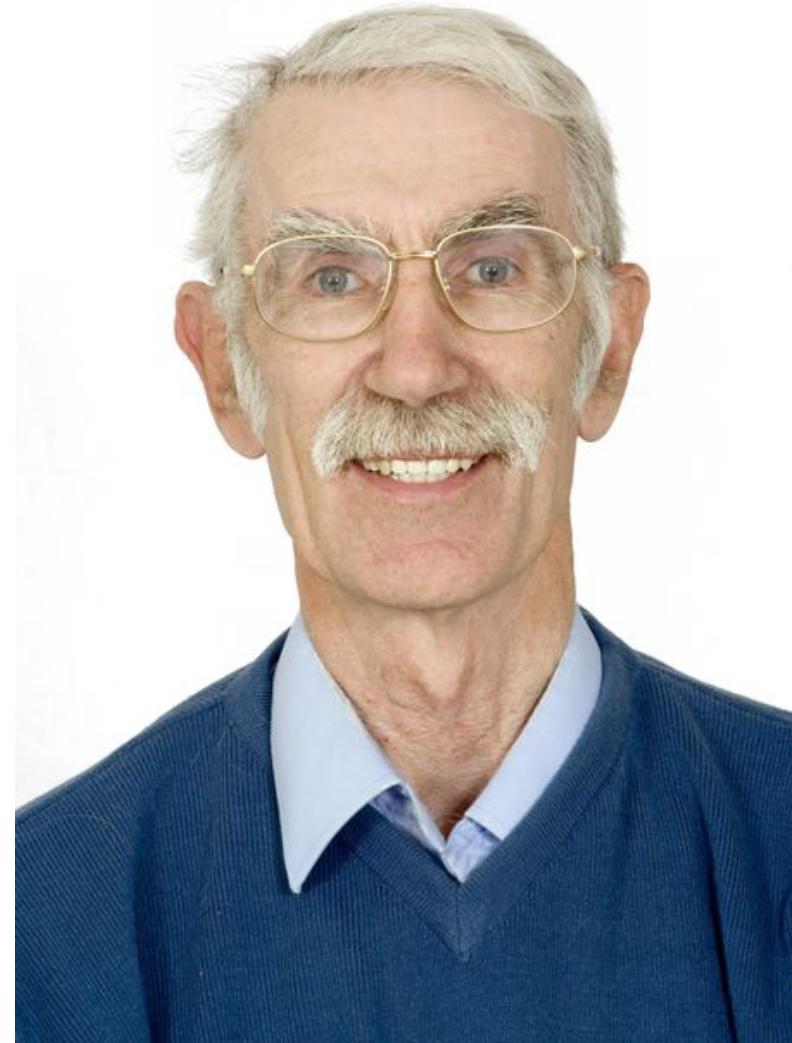
- Male, 71 years old
- Household income of \$70,000
- Lives in a family home in South Carolina

Identifiers:

- Funny
- People person
- Friendly
- Dependable

Simple task: Views restaurants of vacations on the blog.

Complex task: Adds rating for a hotel after vacation.



Luxurious Lisa

Background:

- Entry-level job
- Bachelor's degree in Marketing
- Recent graduate
- Single

Demographics:

- Female, 21 years old
- Single income of \$50,000
- Lives in an apartment with roommates in Chicago

Identifiers:

- Tech savvy
- Strong personality
- Adventurous
- Approachable

Simple task: Reviews another post to compare it her personal trip.

Complex task: Adds comments, ratings, and reviews to previous trips.

