

# Creative Candice

## Background:

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

## Demographics:

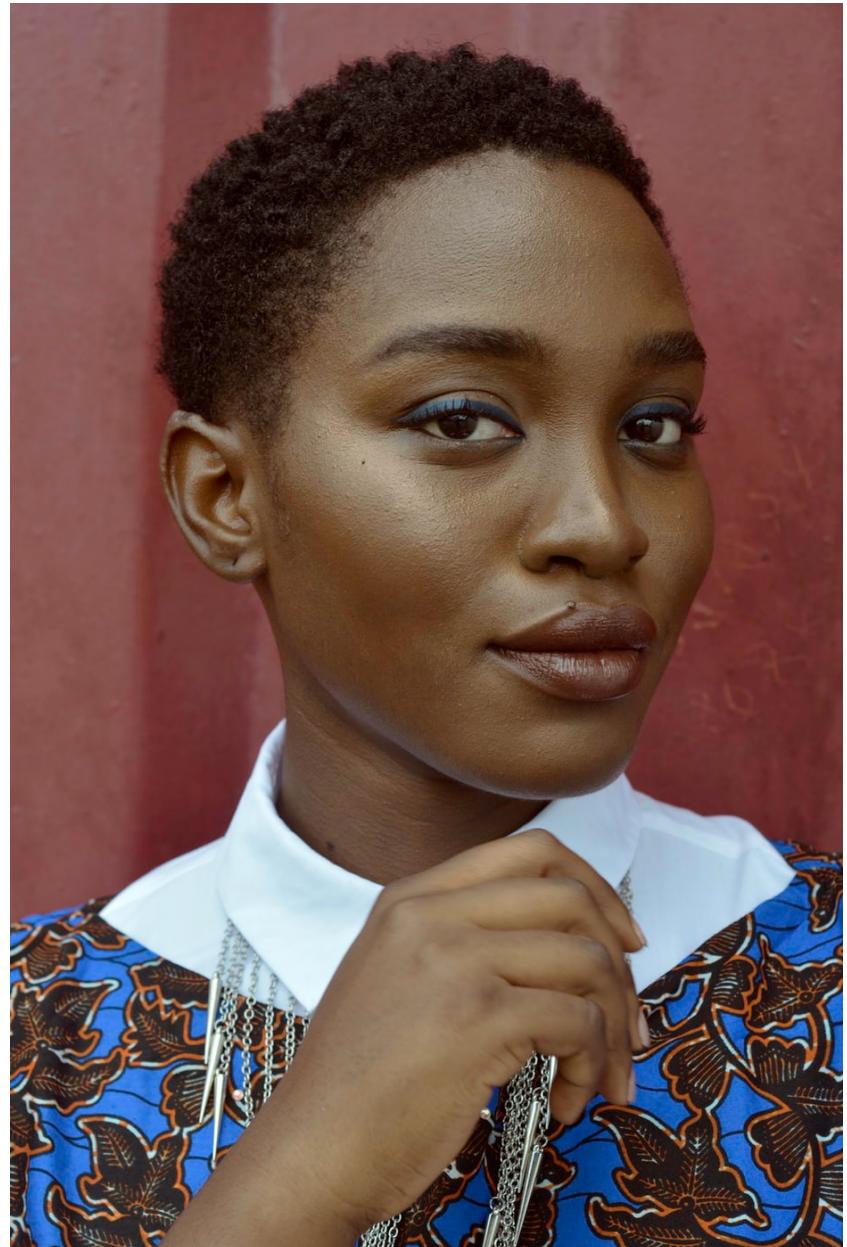
- Female, 25 years old
- Single income of \$80,000
- Lives in a loft in New York City

## 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. [MVP]

**Complex task:** Creates group chat with group of friends to plan vacation. [Stretch Feature]



# 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. [MVP]

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



# Eager Ed

## Background:

- Retired
- Married
- 3 older children, 5 grandchildren

## Demographics:

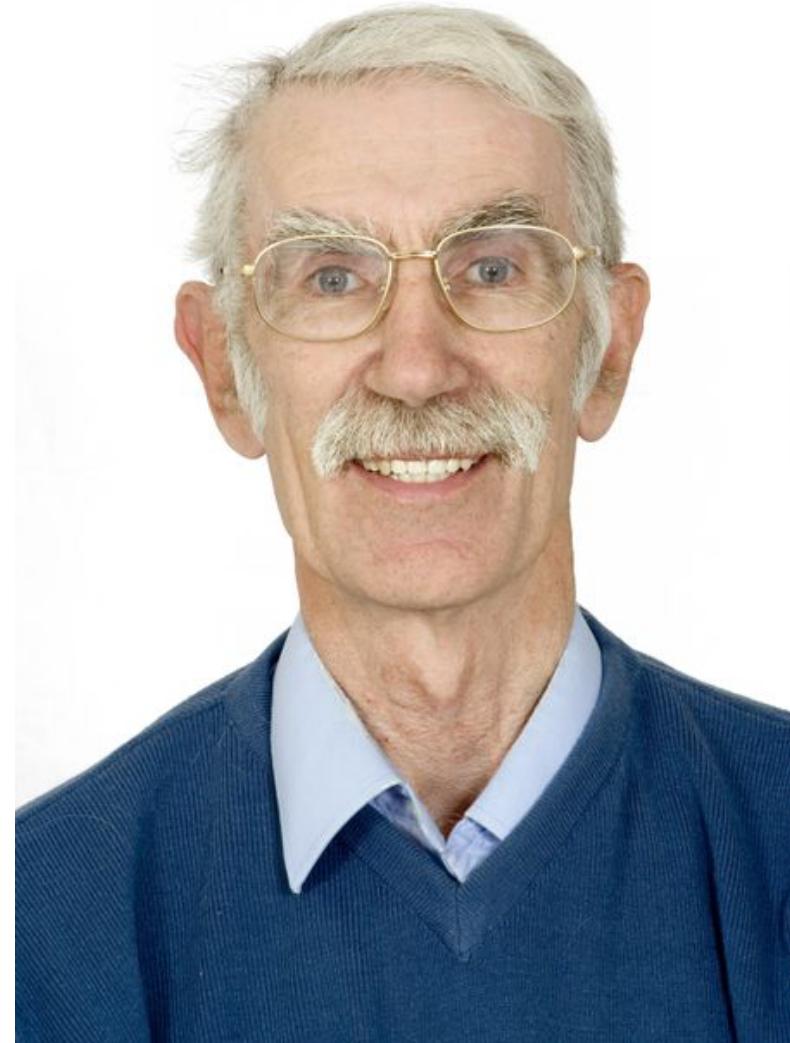
- Male, 71 years old
- Household income of \$70,000
- Lives in a family home in South Carolina

## Identifiers:

- Funny
- People person
- Friendly
- Dependable

**Simple task:** View's restaurants of vacations on the blog. [MVP]

**Complex task:** Adds rating for a hotel after vacation.  
[MVP]



# 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. [MVP]

**Complex task:** Adds comments, ratings, and reviews to previous trips. [MVP]

