Budget-Conscious Student

Sam is a keen technology student who is now pursuing a computer science degree. Sam, who has a background in the field of technology, is skilled at navigating digital interfaces and is always on the hunt for novel solutions to common problems. Despite his restricted budget, Sam values experiences over material belongings and seeks out opportunities for adventure and travel whenever possible.

Age

21

Gender

* Navigate seamlessly through digital platforms and interfaces to find the best travel options.
* Access subscription-based services or loyalty programs offering discounts, rewards and exclusive offers for frequent travelers.
* Easily compare ticket prices across multiple dates to find the most cost-effective options.

Male

Occupation

Student

Tech Literate

Programming

I expect airline websites to be as intuitive and easy to use as the latest technology applications. Time is precious and I don’t want to waste it navigating through a cumbersome interface.

* Require an intuitive and user-friendly interface when booking flights to save time and effort.
* Look for subscription-based models or loyalty programs that offer cost-saving benefits and incentives for repeat bookings.
* Want transparency on ticket prices to make informed decisions and optimize travel spend.