

# User Personas

## 1. Younger Man

### PERSONAL DESCRIPTION:

Alex has been working for a year with an established Electronics company, and has to travel quite often. He is beginning to get a toe-hold into the world of marketing. He must be careful with his finances and prefers to live in unpretentious and reasonably-priced hotels. He genuinely feels that it's a waste of resources to live in opulence, and sometimes boards with friends if they are in town. He spends his holidays with his family or with close friends.

### DEMOGRAPHICS:

Age: 23 years

Education: B. Tech. –  
Electronics

Location: Seattle, WA

Gender: Male

TECHNOLOGICAL: Alex owns a laptop and a double-sim mobile phone; he uses one sim-card to make all his business calls, for which he is reimbursed by his company. The laptop is for all his office work and other personal and miscellaneous functions, besides watching films and downloading music, both of which he enjoys.

ROLES: Alex has been working in the marketing department of an Electronics giant. He was initially assigned local clients, and after a year of impressive performance, has been allocated clients at a national level. He must travel frequently on a limited budget, meet with clients, and successfully leverage company initiatives, making detailed presentations. A great deal of preparation goes into this and when he is not travelling, he has to keep abreast of company undertakings and undergo refresher courses at his workplace.

DESIRES: It is more than a year since Alex has had a decent vacation by himself. His work leaves him with no time to pursue his hobbies, music and sport and he would love to have some 'me-time' in which he could indulge in some recreation.

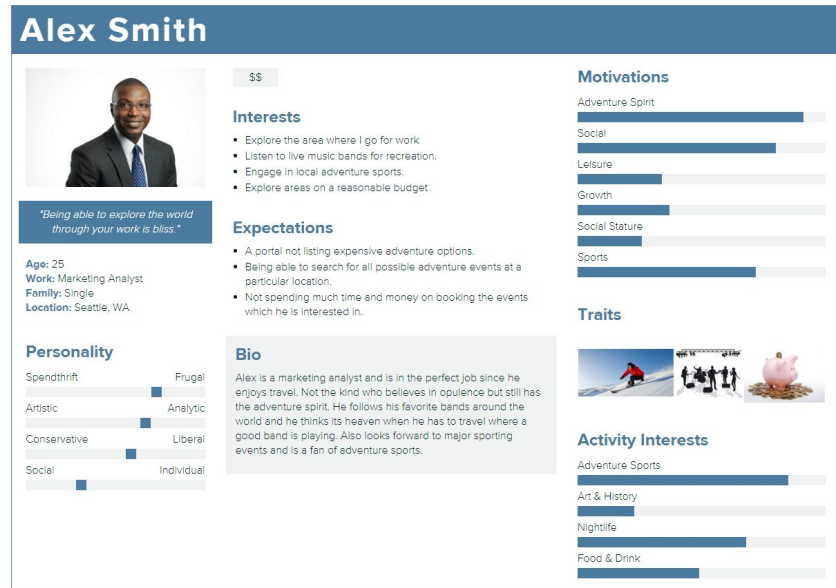
### BEHAVIORS:

Frequency of travel: thrice/four times a month

Range of hotels stayed: average room tariffs; sometimes boards with friends

Hobbies: music (pop, jazz), basketball and soccer, action films, swimming, skiing

Food preferences: fast food, moderate drinking



Time spent in hotel: only night and early mornings

This young man travelling on a business-cum-leisure trip would understandably like a complete change of scene from his hectic work schedule. He would prefer a budget hotel with self-service, and a room with thoughtful amenities such a refrigerator stocked with good brands of alcohol and snacks. A speedy Wi-Fi connection will ensure that he is able to get his online entertainment promptly. Once rejuvenated, when he descends to the restaurant or pub, an active and cheerful environment replete with music, television, and disco should keep him amused and allow him to make friends. A hotel located close to a beach or skating rink or a basketball court would not only be economical, but also provide Alex with a much-needed break, allowing him to make friends.

## **2. Younger Woman:**

### **PERSONAL DESCRIPTION:**

Christine is working for a publishing firm and recommends books by various authors that the publishing firm then decides to publish. For this, Christine prefers to meet the author in his or her own habitat. She has to travel extensively, sometimes to remote locales. She has to work within the constraints placed on her by monetary considerations, as she has been at the publishing house less than a year. She generally travels at night so that she can avoid hotel stays and thus reduce expenses. She specializes in fiction and literary writing, and would gladly spend some time penning her own thoughts, watching her favorite plays or listening to classical music. She is a voracious reader and feels excited every time she opens a new book to read. This excitement, she feels, cannot be experienced when one reads e-books.

### **DEMOGRAPHICS:**

Age: 22 years

Education: Master's in English Literature

Location: Chicago, Illinois

Gender: Female

Technological: Christine owns a laptop which she uses mainly for e-mails and for preparing her reports and researching information. She occasionally surfs the Internet in order to get details about prospective authors she may recommend. She has a basic mobile phone for making and receiving phone calls and messages.

Roles: Christine prefers to interview an author in his or her own setting to get a feel of the author's ambiances. She discusses the author's work in detail, asking questions that bring out the different angles in the book. It helps her to write her report in detail, including personal facets of the author; the editor often includes these insights into his notes. Even if she is convinced that the book is good, she may have to convince the publisher that it will bring them decent returns. At times she has failed to convince the publisher. She hates to send a good author rejection slips.

DESIRES: Christine aims to write her own book some time and has started planning it. However, she hardly has any time for herself as her work leaves her little time to write. Her dream is to find a quiet little spot and start writing. She plans to write and not type her book on a computer. Once she has written it by hand, she will then type it. For this, she has to have a suitable venue.

## BEHAVIORS:

Frequency of travel: twice a month

Range of hotels stayed: average room tariffs; sometimes travels overnight to avoid expenses

Hobbies: reading, classical music and drama

Food preferences: average American meals with some wine

Time spent in hotel: only night and early mornings

Because she will be working hard during her business trip, Christine would need to unwind before she begins to plan her leisure. Her hotel should ideally have Wi-Fi and privacy and should have self-service, for the sake of economy. For relaxation and enjoyment, she could be put up at a hotel located near art galleries or theaters. As her type would not care for loud music or dancing at discotheques, her room should be located away from such places. Perhaps a well-endowed library adjoining a coffee shop would be a great advantage, where she could meet like-minded people and make friends. Her room could do with an easy chair to facilitate a tranquil atmosphere in which she could do her own personal writing. If she attends late night shows, the hotel could arrange to have her picked up from the venue. A culture tour including other connoisseurs could also be an added attraction for such visitors.

### 3. Older Man:

## PERSONAL DESCRIPTION:

Joseph Goldman is a successful trader supplying lubricating oil to various retailers. He has a contract with a well-known oil marketing company which has been in business with him for over two decades owing to Joseph's impeccable track record for complete transparency in all his dealings. In fact, Joseph had once exposed a nexus between traders and oil marketing company executives involved in selling adulterated lube oil. Since then, his contract has been renewed without question as he personally oversees many transactions. Joseph owns a large estate on which he lives with his family of three growing children and his wife of fifteen years. As a self-made man, he started working at the age of twenty and has not taken more than two breaks because of his work pressures.

## DEMOGRAPHICS:

Age: 47 years

Education: Bachelor's in Humanities

Location: London, England

Gender: Male

TECHNOLOGICAL: He has acquired several electronic gadgets most of which have been usurped by his children. However, he never parts with his iPhone which he keeps changing every time there is a newer version. He has a laptop, a tablet and a PC, which he rarely uses these days. The tablet is used to store his many e-books and music videos, whereas the laptop contains all his official work and records, all safely backed-up. He likes to keep abreast of the latest in technology, relying on his office personnel to inform him of the latest gadgets.

**ROLES:** As a successful businessman, Joseph has to spend a good amount of time travelling to make sure that his clients are satisfied with the services and goods delivered by his employees. As a principle, he likes to personally meet with them regularly. This entails a good deal of PR exercise to keep the competition at bay. Joseph does get to spend time with his family and friends, but mainly at home. He is physically fit and takes regular yoga exercise.

**DESIRES:** He is now planning to diversify into apple orchard farming, which has been a long-time dream. Besides, as a connoisseur of soft rock, good books and drama, he would like to spend time pursuing these hobbies. He would like some free time to do so. Moreover, he would like to plan more vacations with his family before the children leave home to pursue their own goals.

**BEHAVIORS:**

Frequency of travel: 4/5 times a month

Range of hotels stayed: only high end


Hobbies: meeting people, reading, music and drama

Food preferences: continental food, especially French cuisine and the best wines and alcohol

Time spent in hotel: the best of the evening and night

Joseph would greatly appreciate being in elegant surroundings with antique and expensive furniture and furnishings. His room should be plush and luxurious enough to make him feel special. Attendance of hotel staff, of course, will have to be almost continuous. Like the young woman, he should be accommodated in a hotel close to theaters and museums. He would probably require a chauffeur-driven car. It would be wise to provide an experienced chauffeur who would know about all the important places of interest. Like the young man, this client would appreciate a fridge that is supplied with the best of wines and spirits. More than the quantity of food, he would focus on the quality of food and the ambience in which it is served. He would not much care about bargains, such as happy hours. He would probably delegate his typing and other work to assistants, yet Internet accessibility will score very highly with him. Care must be taken to supply him with the latest newspapers and magazines with cigar and a cozy corner in which he can watch other guests and read, or even perhaps strike up a conversation. When Joseph travels with family, he would not spare any expenses to make their stay happy and comfortable, hence a hotel with every amenity for families should be selected.

## Agatha Andrew



*"After my events are done, I like to go to the opera and then go back to my hotel"*

Age: 55  
 Work: Venture capitalist & charity organizer  
 Family: Single and kids settled abroad  
 Location: Los Angeles, CA

### Interests

- Attend Opera's and Plays
- Socialize with influential people in the city
- Visit places which are known for art.
- Shop for high class brands

### Expectations

- Avoid spending long time in booking events
- Not tech savvy, so needs simple interface on the website.
- Wants to have travel arrangements ready
- Does not want to visit many websites to make her bookings.


### Bio

Agatha may prefer to stay at the best of hotels when she travels, which will mainly be for venture capital work and charity events. As she is well-to-do, she will not have budget restraints. Used to having the best of everything, she may spend time on the hotel premises and may even travel with her assistants in tow. She needs a one-stop website to make all her bookings where she wants to specifically browse Art & History events where she is visiting. American Association of Retired Professionals member (AARP).

### Motivations

Social	95%
Leisure	85%
Achievement	45%
Growth	35%
Power	55%

### Likes



### Activity Interests

Art & Culture	95%
Meet Up's & Socializing	85%
Food & Drink	65%
Nightlife	45%

### Personality

Spendthrift	10%	Frugal
Artistic	15%	Analytic
Conservative	45%	Liberal
Social	10%	Individual

## 4. Older Woman:

### PERSONAL DESCRIPTION:

Agatha Andrews is a woman of leisure with abundant wealth which she inherited from her late husband; despite her station she had also a full, fulfilling career. Now a registered member of AARP, she is a recently retired consultant with a newfound abundance of free time which she

spends with her many friends and with a sister who lives nearby. Of her four children, three live abroad and one lives in New York. She is closely involved in charitable activities with her friends. Her social circle is wide and is composed of the who's who of Washington. She is greatly interested in the opera and never misses an opportunity to attend a show in town and sometimes out of town. Socializing is another great pastime in which she regularly indulges.

#### DEMOGRAPHICS:

Age: 52 years

Education: Finishing School in France

Location: New York, New York

Gender: Female

TECHNOLOGICAL: Agatha is not wholly computer illiterate and is active on Facebook and other social media. Her children buy her the latest and the best electronic gadgets, but she uses only her diamond-encrusted iPhone and tablet. She likes to see what the latest trends in theme parties are, as also those in fashion. Since she has many celebrity friends, she gets a good deal of inside information about them, which she loves to share with her family and very close friends.

ROLES: She is a well-known figure in high society and gives generously to charity. A number of charitable organizations invite her regularly to their events, which she sometimes attends. She is an ally of artists, especially the opera singers. Agatha has an opulent lifestyle and often travels abroad to be with each of her children and, quite frequently, to enjoy a change of scene with her friends and her sister. During these latter sojourns, she always lives at luxury hotels with the best of amenities, since money is not a consideration.

DESIRES: Agatha had once wanted to be a lead singer in operas, a desire which she could not fulfil. Now she wants to rise higher on the social ladder and have a closer relationship with celebrities from Hollywood and the powerful influencers in DC. She tries to be in the limelight, wearing the best of clothes and throwing lavish parties. Her aim is to be near the top of the social ladder.

#### BEHAVIORS:

Frequency of travel: thrice a month

Range of hotels stayed: only high end

Hobbies: socializing, charity, opera, travelling

Food preferences: world cuisine, spicy and zingy food and the best wines and alcohol

Time spent in hotel: most of the day and late night

Agatha may prefer to stay at the best of hotels when she travels, which will mainly be for pleasure and socializing. As she is well-to-do, she will not have budget restraints. Used to having the best of everything, she may spend time on the hotel premises and may even travel with her assistants in tow. The décor will have to be visually impressive and the staff, impeccably turned out. She would probably order the best of food and drink, expecting to have world class fare. She may even throw a party for her associates or prefer to visit upscale theaters or auditoria playing opera or high-brow plays. It would not be surprising if she attracted media coverage for her activities, hence it would be best to offer her excellent and personalized service. The free publicity would be well worth the effort.

# Content Matrix

Link to Full Content Matrix Spreadsheet on Google Drive:

<https://drive.google.com/a/uw.edu/file/d/0B4vYcwJQZX9IMWd1UG9iZTFwenc/view>