### Goals



elizabeth young

# age: 29

# work: Interior Designer

# family: single

# location: new york, ny

# character: learner

### bio

A 29-year-old designer who loves exploring novel places around the world. She loves to learn about new cultures, food and places. She travels with a smaller budget and loves to try new local foods.

## Travel Apps:

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## skills:

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#### Info

* Seasonal and recent weather data trends
* Stories from locals and insider advice
* Features on events in a specific region
* Geographic information on the destination
* Prices for flights and hotels
* Park and city maps
* Lodging details and amenities

#### Tasks

### Research destinations, landmarks and places of significance.

### Create travel itineraries that include undiscovered places and avoid crowded tourist attractions.

### Compare and book transportation, lodging and activities.

### Read profiles of historical figures and culturally significant landmarks.

### Plan travel times and routes between local destinations.

### Expertise

As an avid traveler she is familiar with the features of many travel websites and would find the website layout predictable but enjoyable.

### frequency of use

Frequent travel is a priority, she usually has a short term and a long-term travel goals and therefore would use the site at least once per month.

### motivations

* Loves to read travel blogs from other adventurers
* Likes to compare hotel features and amenities
* Wants to find unfamiliar places to explore

### Scenario

Elizabeth returned home from her trip to Peru last month, a place she had been always wanted to go and had been researching on GoBoldly.com for some time. While there she took in the history of Lima, had some amazing ceviche and of course made ample time to explore Cusco and all of Machu Picchu (by llama, of course). While there she couldn’t help but wonder what other wonders South America had to offer, so this morning she logged into her travel account at GoBoldly.com and browsed a few travel blogs to see where like-minded adventurers frequented. There she came upon a wonderful story about a trip someone took to Buenos Aires. She was intrigued to say the least and immediately navigated to the destinations tab and searched for Buenos Aires, Argentina to learn more. She was immediately greeted with stunning photos of historic plazas and vibrant markets and quick link tabs that allow her to easily switch between attractions, lodging and transportation options in her chosen destination. Naturally, she thought, “well, where should I stay?”, “what’s a good central location that provides the comforts of home and easy access to all these great sights?”. She navigates to the “Accommodations” tab by clicking the link at the top of the page and can view a map or lists of hotels in the heart of the city. She’s hooked, so she adds the location to her travel profile and quickly clicks the heart icons next to a few hotels and attractions to save them to her bucket list. “tomorrow I’ll come back and see what else there is to see!” She thinks to herself. She can’t wait to go and thinks maybe over the winter would be perfect since when it’s cold and snowy in New York, it’ll be sunny and gorgeous down there. Over the next several months she periodically logs in to her profile and adds to her travel itinerary, she books her fight and hotel and makes all the other arrangements she needs for another awesome trip.

### Goals



gary singh

# age: 36

# work: regional director

# family: married

# location: Chicago, il

# character: planner

### bio

Gary is a regional director who travels 4-8 times each month for work. He has a specific region in which he travels and often visits the same cities and stays in the same hotels. He is frustrated by the fact that no matter how frequently he takes similar trips, he spends hours of his day booking travel. He expects his travel solutions to be as organized as he is.

## Travel sites:

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## skills:

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#### Info

* Restaurants and shopping near hotel
* Travel times and traffic information
* Hotel amenities (Wi-Fi, Fitness Center)
* Hotel prices
* Transportation options

#### Tasks

### Spend less time booking travel

### Maximize my loyalty points and rewards

### Compare and book transportation and lodging.

### Check out what events are happening during my stay.

### Plan travel times and routes between local destinations.

### Expertise

He is very focused and doesn’t like to waste time when possible. He travels regularly thus; his travel goals are clearly defined. He can navigate websites effectively and likes that this site has a logical layout and allows him to easily access his travel history and rebook when necessary.

### frequency of use

As a regional manager he travels often and uses the site weekly to make sure that he is prepared for his next outing.

### motivations

* Wants to make sure he is getting the best value for his dollar
* Needs to be confident that he has all of his travel needs handled in one place
* Wants to maximize his business trips with a good blend of productivity and fun.

### Scenario

Gary has been dealing with staffing issues at a few key accounts in the greater Chicago area and this has made him very busy, often working 10 hours each day. Yesterday he received and e-mail from the regional VP that there was a training conference in Minneapolis next week from Wednesday – Friday that he was required to attend. Gary was frustrated to say the least, it seemed really unimportant considering the staffing issues he was currently dealing with. The last thing he has time to do is plan this trip! Once he finally got home, had dinner with his family and put his son to bed he got to work booking his trip. Once he finally sat down and logged into GoBoldy.com typed in the destination and was pleasantly surprised to find that the travel details from his last trip to Minneapolis had been saved to his profile and the last hotel he stayed at while there was within a few miles of the conference. This was evident since the site highlighted the hotel he had stayed at previously in his search results. Knowing that the hotel was one that he had previously stayed at and seeing that he would be receiving a frequent traveler discount made the bitter pill a little easier to swallow. He selected the recommended hotel and his usual room. Navigating to the flights tab he could see available flights during his travel dates that matched his profile history. Departure and arrival times had been filtered as well as airlines. He chose the cheapest one that still worked with his schedule and processed his payment. Since he also has the GoBoldly app his travel details and itinerary are also accessible on his mobile device which he likes. Feeling accomplished after completing his booking in just about 30 minutes he spends time with his wife watching their favorite show before heading to bed.