



Name

Jenny

Behaviours

Lives with her partner

Likes to try cooking new meals she has eaten on holiday

Likes to go to new places every time she travels

Keeps a blog of her adventures with stories and pictures. Avid Instagram story user

Usually on a tight budget when she travels so likes to book into cheap places and do most of the planning online

Demographics

30 years old, employed as an admin assistant

Lives in Edinburgh

Loves to travel but hasn't had much chance to go far yet

Needs and goals

Want a way to record where she has already been

Wants a place to record cities or countries that other people suggest to her as possibilities for the future

Want to share her picture/blog with family who is not on Instagram

Would love an app that suggests similar places to where she has already visited

Would love to learn languages to be more confident when travelling to more interesting and far-flung places