

## User Persona

“Joe Smith is a 38 year old male from Seattle, Washington. He works for a large beverages MNC as a Senior Manager, and is a very passionate swimmer. He is married to Jessica Smith, a 36 year old museum curator. They belong to the upper middle class strata of society. They fall under the “Dual Income No Kids” category, and have decided not to have kids as they wish to undertake experiences around the world. However, they do wish to purchase a new house in downtown Seattle, and so possess certain budget constraints. They have several varied interests but share a common passion for Jazz music. Joe is often surprised by his wife with wonderful gifts, and therefore wishes to gift her something special for their anniversary. He is looking for potential vacation places. However, there are budget and time constraints which need to be suitably addressed. He wants to explore multiple options and wishes to travel across continents, if feasible. He is also concerned about his dog, Leo. He wants to ensure that Leo is given adequate care while they are gone but will prefer not taking Leo for the trip. Joe is reasonably comfortable using his laptop, and loves Facebook. He enjoys clicking photographs with his wife. He is a huge Seattle Seahawks fan. He also loves playing Farmville.”

The above persona is of an average user from our target audience of dual income couples with no children. Our aim will be to create a website that encourages his fun and romantic sides. We must help him explore the possibility of enjoying our jazz tour package. Another huge task is to provide him motivation to pick up the museum tour or the scuba diving tour, in case Jazz music tour is not working out. He should also be willing to refer other families looking for a similar vacation. This last aspect will be covered through our gamification mechanism.

Also, the fact that one doesn't have kids is often posed as a negative. The idea will be to focus on this aspect as positive, regularly highlighting aspects like “No Kids Allowed” or “For Adults Only”. We might possibly be alienating people with kids. But that is a calculated risk, and will be addressed during phase 2 of this project (if analytics show a large market possibility).