

# Angelina Garcia

## The Busy Traveler

“

I'm always thinking, how could you make my life easier - whatever that looks like

”



**Age** 34  
**Job** Consultant  
**Status** Married  
**City** Boston, MA  
**Kids** 5 year old

### Bio

Angelina is a consultant that travels a lot for work. Due to the nature of her job, she must be in constant communication with her clients. She frequently tracks her schedule and constantly keeps an eye on the weather, traffic, and flight status. Her mornings are typically hectic but she manages to multi-task efficiently and plans accordingly by using multiple iPhone apps.

During her business travel, she likes to socialize with her clients or her co-workers and enjoys an evening out. However, when she's back at her hotel room, she always double checks her schedule to make sure she's ready for the next day so she can avoid any potential disasters.

Fast-paced

Organized

Efficient

### Goals

- Have all her travel days be smooth and hassle free
- Feel smart in front of clients and peers
- Spend more time with family
- Getting a promotion to a job that involves less time traveling

### Motivations

- Maintaining control of her schedule and thinking ahead to avoid looking incompetent
- Feeling informed and being seen as capable by her peers
- Driven by guilt to spend more time with her husband and child

### Frustrations

- Toggling between multiple apps to get the information she needs
- Delayed/Cancelled flights that affect all other plans
- Unpredictability of the weather, and its effect it has on her life

### Devices

