



CONTACTS

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RYAN

Entrepreneur, Age 35

BIO

Ryan is a very busy and impatient businessman. He is always on the go and must frequently travel to different countries. When staying in a hotel, he values his personal time and space so that he can focus on his work.

REASONS FOR TRAVELING

To conduct business meetings

REASONS TO USE A HOTEL APP

- To request for room services (order food, laundry service, & transportation)
- To schedule housekeeping
- To check-in/out
- To gain access to hotel room and facilities

FRUSTRATIONS

- He gets frustrated when the hotel housekeeper comes too early in the morning and ruins his sleep.
- He dislikes using the check-in/out service at the counter desk.

MARITAL STATUS

Single, no kid

PERSONALITY

Introvert, sensing, thinking, judging

HOBBIES

Make money and make more money

INFLUENCERS

Business partners and his ego