



CONTACTS

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SARAH

Mother, Age 45

BIO

Sarah is devoted to her 2 energetic kids. She likes to bring her kids to many places. She always asks the hotel for advices on transportation as she is unfamiliar of the local transportation system. Occasionally, she would book a spa session so that she can get away from her kids for an hour or so.

REASONS FOR TRAVELING

To spend a family vacation

REASONS TO USE A HOTEL APP

- To call for transportation
- To book a spa session
- To make other hotel service requests
- To gain access to hotel room and facilities

FRUSTRATIONS

- She needs to visit many places with her 2 kids, but she does not know how to get there, and her spouse is not helping.
- She desperately needs a spa, but she does not have too much personal time.

MARITAL STATUS

Married, 2 kids

PERSONALITY

Introvert, feeling, intuitive, perceiving

HOBBIES

Teaching, cooking, facial and spa

INFLUENCERS

kids and spouse