



CONTACTS

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SAMMY

University Student, Age 21

BIO

Sammy is an out-going university student who loves to travel with his buddies. When travelling, He always takes advantage of the hotel sport facilities, such as the gym room, the swimming pool etc. Sammy also loves a good hotel breakfast.

REASONS FOR TRAVELING

To Discover new places and enjoy life

REASONS TO USE A HOTEL APP

- To check for hotel facility usage
- To make reservations for hotel facilities.
- To check-in/out
- To gain access to hotel room and facilities
- To purchase coffee at the cafe

FRUSTRATIONS

- He gets frustrated every time when he finds out that a hotel's gym room or restaurant are fully occupied, and he must wait to use the facilities.
- He dislikes hotel key card because he always loses it.

MARITAL STATUS

Single, no kid

PERSONALITY

Extrovert, intuitive, feeling, judging

HOBBIES

Body building, swimming, travelling

INFLUENCERS

Friends, parants