

Composite project 2020

Kayak rebranding.



Elizabeth Queens

About:

Elizabeth is a retired grandmother who has worked hard in her life and wants to enjoy her life by exploring the world with her loved ones.

Current activities and hobbies:

Volunteers at a soup kitchen during the week.

Loves cooking gourmet meals for her family.

Keeps fit by doing nature walks.
maintains her flower orchids in her garden.

Loves canvas painting with other seniors.

Sings in her churches choir.

Enjoys watching animal planet on TV.

Goals and frustrations.

Plan vacations in advance using one website (flights, hotels and activities.)
Use a user friendly, easy to navigate website to book online.

She is a busy person and does not have time to spend hours navigating a complex website.

IT Skills:

Knows how to use Facebook, Twitter and WhatsApp to communicate. She's an intermediate computer user.




kaYak
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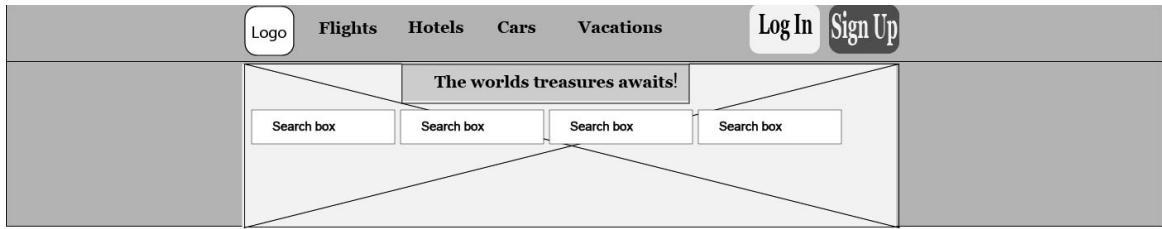


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