



# **USER PERSONA FOR SOLO FEMALE TRAVEL APP RATIONALE**

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## **Introduction**

The following report presents the process of forming a user persona for a travel app for solo female travellers.

These are the steps which will be discussed in the sections to follow:

- Project Scope
- Research
- Survey Analysis
- Persona Creation
- User Scenarios

## **Project Scope**

The aim of the project is to deliver an app for solo female travellers which will help them to feel informed and safe on their travels whilst also providing useful utilities to make their trips more enjoyable.

Here are some of the key high-level goals for the app:

- Enhanced safety for solo female travellers.
- Provide users with information about their travel destinations to assist with planning.
- Allow users to connect with other solo female travellers.
- Store travel documentation in one place for easy access.
- Make trip organisation and planning easy.

## Research

Research forms a key part of the design process as it allows essential information to be gathered about the target audience to ensure that the design has user-centred roots. There were two types of research conducted.

- Online Research (Similar Apps, Solo Travel Blogs etc.)
- Surveys

This research will form the backbone of the user persona to be created and ensure the focus is on the user. It will also ensure, through its use, that no biases are being internalised into the design and no nuances in the user needs are being missed.

### Online Research

Online research is a useful tool that can help to gain information about a user base indirectly by reading about existing apps and online blogs.

Nomad Her (Solo Female Travel App)<sup>1</sup>

- Community of female travellers (Social)
- Ability to chat with other female travellers (Social)
- Verification of female identity through selfie (Safety)
- Events for app users (Social/Planning)
- Guidebook for Solo Travel (Planning/Safety)

Backpackr (Solo Travel App)<sup>2</sup>

- Find a Travel Buddy (Social)
- Posting in Forums (Social)
- Backpacker Community (Social)
- Advertises deals for food, drinks, hostels etc. for travel destinations (Planning)

Hey Ciara Article (Solo Female Travel Trips Blog)<sup>3</sup>

- Research before you go (Planning)
- Be aware of your surroundings (Safety)
- Store copies of your passport/travel documents (Travel Documents)
- Leave passport behind at accommodation (Safety)
- Be smart of socials (Safety)
- Read Reviews (Planning)
- Enrol in STEP (Safety)

## **Surveys**

To gain a more direct user perspective on the app it is important to get feedback from users from the target audience. The surveys contained the following questions:

1. What is your age?
2. What is your occupation?
3. Rank these travel priorities (Culture, Food, Meeting New People, Relax, Activities)
4. What social features would you be looking for?
5. What safety features would you be looking for?
6. What resources would you find useful for planning?
7. Would you find it useful to have travel documents all in one place?

## **Survey Analysis**

Analysis of the survey results reveals salient trends about the user's goals and pain points for a solo female travelling app.

### **User Goals**

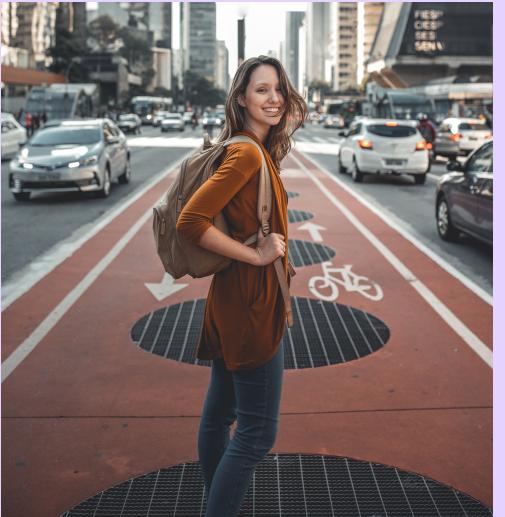
- Recommendations for food, accommodation, activities etc. for their travel destination.
- Ability to connect with other travellers.
- Ability to store travel documents in one place.
- Trip planning tools

### **Pain Points**

- Lack of local knowledge of the destination (Safe spaces, places to eat, seasonal activities etc.).
- Travel documents are scattered across multiple apps.
- Anxiety about safely connecting with other travellers.

The full survey responses can be viewed in the appendix (Appendix A).

## **Persona Creation**



# Niamh the Nomad

*"The Solo Female Traveller"*

- 27
- Teacher
- Edinburgh, Scotland
- Dog Lover
- Self-Confessed Food Snob

## Bio

Niamh is a primary school teacher who loves to unwind during her time off by backpacking solo across Europe and Asia. Niamh loves to experience new cultures and try out authentic local cuisines at food spots outside of the tourist traps. As a teacher Niamh likes to plan out their solo trips but likes to leave some opportunities for spontaneity to participate in activities and events she might see on her travels.

Niamh wants a travel app that allows her to plan their trip safely whilst also leaving room for spontaneity.

## Core Needs

- Features which enhance safety during solo travel as a female
- Features which allow them to connect with other travellers in their travel destination
- Information on local events
- Travel information about current destination
- Trip planning tools (transport, accommodation, activities etc.)
- Ability to store important travel documents securely in one place

## Pain Points

- Information about safe areas in travel destinations
- Travel documents scattered across various apps
- Anxiety about safely connecting with other travellers
- Lack of local knowledge (useful phrases, places to eat, activities etc.)
- Wants to leave space for spontaneity on travels

## Personality

Introvert

Extrovert

Analytical

Creative

Busy

Time rich

Messy

Organized

Independent

Team player

Passive

Active

Safe

Risky

Unplugged

Tech-savvy

## User Scenario

**Persona:** Niamh, 27, busy schoolteacher

**Context:** At home after work

**Goal:** To plan a trip for the summer holidays

### Steps

1. Niamh opens the app and navigates to the planning section.
2. Niamh is prompted to enter their first travel destination; they are presented with personalised suggestions to help them choose.
3. The app suggests flights, accommodation, and events for the destination.
4. Niamh selects flights and accommodation which are added to her travel itinerary.
5. Niamh is then prompted to add more destinations (optional) to the trip.
6. Niamh chooses to not add more destinations.
7. Niamh is presented with the safety features of the app (geolocation, check-ins, safe area ratings etc.) before booking.
8. The app displays a trip itinerary with links to allow users to book transport and accommodation.
9. Niamh uses the links to book the trip.
10. Travel documents are automatically loaded onto the app in the “Travel Docs” tab and Niamh is added to the community forum for her travel destination.

**Conclusion:** Niamh successfully booked her trip for the summer holidays; she feels adequately informed and confident about her safety for her upcoming trip.

## References

- [1] www.nomadher.com. (n.d.). *NomadHer — Solo Female Travel App.* [online]  
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- [3] heyciara.com. (n.d.). 25 TIPS TO STAY SAFE AS A SOLO FEMALE TRAVELER | HOW I MADE IT OUT ALIVE | Showit Blog. [online]  
Available at: <https://heyciara.com/safesolofemaletravel/>.

## **Appendix A – Survey Results**

Q1	Q2	Q3	Q4	Q5	Q6	Q7
25-34	Youth worker	Cultures. Activities, relax, food, meet new people	Food spots, travel groups recommendations	Contact home feature, share location, information about how to contact law	Booking websites (flights and accommodation), recommendations(food activities)	No
25-34	Teacher	Food, culture, activities, meet new people, relax	Be able to connect with others in your area - say you are wanting to try something for others to be able to see your doing that and "tag along" to try the same	What areas to avoid or be wary of	Recommended accommodation for solos	Yes
35-44	Team Manager	Culture, activities, food, relax and	LBGTQ places	Secure and safe venues	Local information	Yes
35-44	Finance Assistant	Activities, food, culture, meet new people, relax	Share location, live free to meet up button, Share location, reviews of other users suggestions of places based on location		Safe places to eat/drink/stay, recommended hosts/guides, local info like using transport etc	Yes
35-44	Business owner	Food, activities, culture, relax,	Information on itinerary	Check in feature	Local travel and tourist information	Yes
25-34	Teacher	activities, food, relax, meet new people, culture	room sharing, Ping if you are close by to another solo female	Dodgey areas highlighted / safety button	Packing recommendations, activities, budget,	Yes
35-44	Learning Producer	1. Activities 2. Relax 3. Culture 4. Food 5. Meet new people	Geolocation maybe to then chat/meet with other solo travellers of same interests/ ages	Not bots, real people. Places rated maybe on how deal with solos. If any recommendations or places/systems useful to know about eg this places is really safe for women travelling alone. Phrases to ask for help in dif languages (assuming this is an international travel app??)	Maps. Recommendations. Ways to team up with others (not psychos, hence safety feature of some kind) in case share rooms or eat/travel together for a bit. Places that won't force u to share room especially with a stranger (key solo info)	Yes
35-44	Social work	Relax, food, culture, meet new ppl, activities	Connect with other social travellers in local area	Check in, check out confirmation. Log journey details (expected return time etc)	A first point of contact for info and planning	Yes
35-44	Early Years Lead Officer	Relax,Food,Meet New People,	Places to eat	Bars with a safe word, drinks that can't be		Yes
25-34	Teacher	Culture, food, activities, meet new people, relax	Meet-ups, recommended places.	Safe spot ratings (how comfortable other solo travellers have felt somewhere) and areas to avoid.	Travel passes, interesting places to visit (itinerary builder?). Public transport map and timetable, key places to visit.	Yes
25-34	Technician	Culture, activities, meet new people, food, relax	Knowing what the views and rights of women are in that country, if there is a dresscode I should know about	Safety aspects, meaning if I can go there safely by myself or what to look out for. Maybe in which bars have „ask for Angela“	Maps, getting me safely around the place	Yes
25-34	Matron at prep school	Relax, activities, meeting new people, culture, food	Group chats to create from meeting apps. Apps that allow to meet other travelling women. A sharing app for other traveler's to share their experiences	A clear map of the area with details of what there is to do/how far you are from your accommodation. Contact numbers to safe places in the city to go/police:security.	A language app to learn words for wherever I am going, visa application, insurance, look up reviews for a certain area, Instagram search places.buying a good case/bag for packing efficiently.	Yes
50	Teacher	Relax,Food,Learn about local culture,Activities,Meet new	Forums, local guides, easy travel guide	Tracking, top tips for areas	Hotels, transfers between places, local attractions	Yes
35	Early years officer	Learn about local culture,Food,Activities,Relax,Mee	LGBT meet up	Location, local safety local transport information	Local transport app, hotel and google maps	Yes
42	Police Officer	Relax,Learn about local culture,Activities,Food,Meet new	Forums for meeting others for meals	Safe areas to be in and areas to avoid.		Yes
31	Teacher	Learn about local culture,Activities,Relax,Food,Mee	Group chats, forums.	Safety tips, certified taxi recommendations, ?location tracker (depends on safety of the app),	Transport options including airport transfers, ideas of safe activities and places to eat, good hotels	No
47	Software Consultant	Activities,Food,Relax,Learn about local culture,Meet new people	Forums, faqs, direct Messages	GPS, sos, local enforcement agencies contact details	Hotel, trains, buses, taxis	Yes
17	Chip shop worker	Relax,Learn about local culture,Activities,Food,Meet new	someone to message so i wouldnt feel aline and vulnralbe	location services& saftey advice	hotels,transport,how far away things are from eachother etc	Yes
28	Teacher	Activities,Relax,Learn about local culture,Food,Meet new people	Forums and tips	Local safety help. Trackers. Helpful numbers like taxi	Accommodation, transport, currency, places to visit- Yes restaurants / activities	

45	Office manager	Relax,Food,Meet new people,Activities,Learn about	Messaging, interests	Easy travel tips ie taxis etc	Accommodation, eating places	Yes
24	Volunteer	Activities,Learn about local culture,Food,Relax,Meet new	Messaging	Local safety tips	Transport options and hostels	Yes
23	Teacher	Food,Activities,Relax,Learn about local culture,Meet new people	Messaging, Forums, Event Organising	Geolocation, Local Safety Tips, Emergency Services Shortcut, Alarm	Local Hostels and Prices, Transport Options Between Cities,Transport Options with Travel Location,Useful Local Phrases,Recommended Places to Eat,Local Events/Festivals	Yes