Who is you character/client?

Peter Jackson – Frodo Beggins and Samvise Gamgee(Lord of the Rings)

*Why do they want a Web site?*

Frodo Beggins and Samvise Gamgee discover the pleasure of travelling after an unfortunate journey across the Middle-earth. The first travel was full of problems, mistakes and very strange encounters. But that was just the beginning and after that they grown a very good predisposition for travelling.  
That's the reason why they decide to open this Travel Agency, to help other people to not make the same mistakes and to enjoy every single moment of their journey. Beggins and Gamgee Agency wants to offer the best option for any traveller, no matter if is a solo or a family.   
The Travel Agency is based in Dublin but they need a web site that can cover all the Country.  
The idea is to expand the business, opening a couple more branches but they want start to become known throughout the internet.  
They want to be more competitive thanks to their offers, affordable prices and different packages. They want to satisfy all their clients and with their offers they want to be the best among all the competitors.  
They are looking for an easy-to-use and intuitive website. They want to offer different packages based on their targets: families, solo or couples.  
In a sea full of fish, they have the long-term goal to always be one of the biggest fish.

Sources:

<https://www.cassidytravel.ie/>

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