**Bill Foster** *businessman*

A person standing in front of a city skyline

Description automatically generated with medium confidence*“Being this first entrepreneur in my family, I really enjoy a good challenge, while having fun at the same time.”*

**Gender**: Male

**Age**: 29

**Location**: New York City, NY

**Occupation**: Owner and CEO of Deliverable Tech®

**Salary**: $1.8 Million Annually

**Biography**: Bill Foster went to Columbia University and graduated in 2012 with a degree in Business Administration. Shortly after graduation, he began a startup company called Deliverable Tech® which specializes in delivering temporary office technology equipment around the globe in quick easy fashion and then reclaiming that equipment when the temporary office is moved or liquidated. Bill enjoys outdoor activities such as hiking, scuba diving, and para sailing. He met his fiancé on a 2014 trip to the Bahamas and plans on spending his honeymoon in the Caribbean after he is married in the fall of 2021.

**Key goals and behaviors:**

* Must feel like that the site is inviting to the eyes with lots of colorful, island pictures.
* Must feel like that honeymoon location island is smaller and more exclusive.
* Must find lots of activities that can be labeled as adventurous such as: Zip-lining, Scuba Diving, Hiking. But at the same time offer a relaxed aspect with activities such as: golfing, wine tasting, and spa treatments.

**TanitiTravel.com must:**

* Provide a variety of information regarding activities that are available on the island.
* Provide adequate information regarding lodging, dining, and transportation on the island.
* Provide an easy-to-use guide and trip planner for tourists planning to stay on the island.

**TanitiTravel.com must never:**

* Be difficult to navigate.
* Be difficult to search out activities, lodging, and transportation.

**Occasional / Frequency Traveler:**

* Bill is a frequent traveler, traveling internationally annually.

**Service Driven / Price Driven:**

* Although being an entrepreneur and money conscience, when it comes to travelling for pleasure, Bill tends to lean heavy on services offered rather being focused on price.

**Adventure Led / Relaxation Led**:

* Bill tends to be split right down the middle enjoying half of his vacation travels scheduling adventurous type excursions and the other half relaxing type indulgence.

**Interactions with TanitiTravel.com:**

* Reads an article in Travel Magazine along with user reviews about the island of Taniti
* Tends to visit the web site during late evenings
* Uses his tablet to review and navigate through the site
* Schedules a honeymoon trip through TanitiTravel.com