**Bill Foster** *businessman*

A person standing in front of a city skyline

Description automatically generated with medium confidence*“Being the 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 quickly and then reclaiming the equipment when the temporary office is moved or liquidated. Bill enjoys outdoor activities such as hiking, scuba diving, and parasailing. He met his fiancé on a 2014 trip to the Bahamas and plans to spend his honeymoon in the Caribbean after their wedding in the fall of 2021.

**Key goals and behaviors:**

* Must feel like the site is inviting to the eyes with lots of colorful pictures.
* Must feel like the honeymoon location is small and exclusive.
* Must find activities that can be categorized as adventurous such as: Zip-lining, Scuba Diving, Hiking.
* Must find activities that can be categorized as relaxing 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 for tourists planning to stay on the island.

**TanitiTravel.com must never:**

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

**Occasional / Frequency Traveler:**

* Bill is a frequent traveler, and usually travels internationally once a quarter.

**Service Driven / Price Driven:**

* Although being an entrepreneur and money conscience, when it comes to pleasure travel, Bill tends to focus on the kinds of services offered, rather than being worried about the price of the service.

**Adventure Led / Relaxation Led**:

* Bill tends to split his recreational time 50/50 during his vacations, half being the adventurous type, while the other half the relaxing type.

**Interactions with TanitiTravel.com:**

* Bill reads an article in travel magazines along with user reviews about the island of Taniti.
* Bill tends to visit the web site during late evening.
* Bill uses his tablet to review and navigate through the site.
* Bill will schedule his honeymoon trip through TanitiTravel.com.