

## Christine Zheng

**Age:** 22



**Location:** Ithaca, NY

**Occupation:** Student

**Financial status:** Middle-class

**Duration:** visit often

**Vehicle:** Public transportation

**Reasons for visit:**

Study at CU; explore natural view and local life; show family and friends around

Christine is a first-year graduate student from at Cornell University, majoring in environmental engineering. She is so

excited about her new life and want to use her leisure time to explore Ithaca's gorges and state parks, downtown restaurants and various local activities. During her stay in Ithaca, her high school friends who study at other places may pay a visit to her at some weekends or holidays. Also, her parents who live in China will visit her next Summer or Autumn to be reassured that she's taken good care of in USA.

### **Tech Experience:**

- High
- Owns Apple everything, uses iPhone constantly
- Well versed in social media - Wechat, QQ
- Prefers digital to print

### **Needs:**

- Information about public traffic, hiking trails and falls
- Information about upcoming local activities and local restaurants
- One-day or two-day tour route to show her family and friends around

### **Frustrations:**

- Hates overwhelming website
- Hates slow loading
- Hates register for account to visit some pages

## Jack Smith



**Age:** 38

**Location:** New York, NY

**Occupation:** Middle School Teacher

**Financial status:** Middle-class

**Duration:** 2~3 days

**Vehicle:** Automobile

**Reasons for visit:**

Spend weekends with family; explore trails;  
eat at nice restaurant; Visit CU

Jack is a biology teacher at a middle school in New York City. He and his wife have two children: 14-year-old the son, 11-year-old the daughter. His family plan to drive from Rochester to Ithaca to spend a weekend in May. The whole family like hiking and fishing very much. Jack plans to hike in some easy trails to see those beautiful falls and creeks in Ithaca. He also wants to take his two children to tour around at Cornell University.

### Tech Experience:

- Medium
- Owns iPhone, iPad, use a PC at work
- Has a Facebook account, but just occasionally use
- Prefers printing out information on webpages

### Needs:

- Brochures and (web) maps about sites and tour routes
- Information about easy trails that suitable for his young daughter
- Reviews and recommendations of local restaurants
- Find a hotel close to Cornell

### Frustrations:

- Hates small texts
- Hates complex web interface
- Hates information which he can't confirm authenticity immediately

## Eric Brown



**Age:** 30

**Location:** New York, NY

**Occupation:** Professional photographer

**Family status:** Married

**Financial status:** Middle-class

**Duration:** 1 day

**Vehicle:** Automobile

**Reasons for visit:**

Travel pass Ithaca; explore falls and state parks; enjoy delicious food

With a master's degree in art from UCLA, Eric is now a photographer working at a design studio in New York City. He and three friends plan to spend one week driving from NYC to Niagara Falls this summer. The route will pass Ithaca on their way to Niagara and will stay in Ithaca for one day. They have all the equipments needed for camping, hiking, fishing, etc. They want to experience the most exciting activities in Ithaca and explore Cayuga Lake. Also, they want to engorge at Ithaca commons and have a good rest.

### Tech Experience:

- High
- Owns Apple everything, uses iPhone and macbook constantly
- Well versed in all kinds of social media
- Willing to try new technology products

### Needs:

- Information about traffic, open time of trails and falls
- Information about thrilling local activities
- Information about downtown restaurants and hotels

### Frustrations:

- Hates messy websites
- Hates ugly websites
- Hates new pages open, is used to continuous scrolling

## David and Alice Wilsons



**Age:** 51 and 52

**Location:** Rochester NY

**Occupation:** Ice-cream shop owners

**Financial status:** Middle-class

**Duration:** 1~2 days

**Vehicle:** Public transportation

**Reasons for visit:**

Explore natural view and local life; spend leisure time with husband

Alice and her husband are running an ice-cream shop near a primary school in Rochester. They have one son and one daughter, now working at California and Washington D.C. Recommended by some acquaintances, she and her husband want to attend a tour group to visit Ithaca in the fall. She wants to know what previous visits do in Ithaca and the routes and costs for tour groups. She is unskillful in searching the internet and prefer talking directly with related staffs.

### Tech Experience:

- Low
- Doesn't have a smart phone, owns a PC at home
- Doesn't use any social media
- Prefers print-out materials with concise layout

### Needs:

- Information about Ithaca's tour sites
- Information about tour routes and costs
- Recommended travel time and activities

### Frustrations:

- Hates overwhelming and small texts
- Hates when she can't find contact phone number immediately
- Confused by pop up windows and animations