




# Primary Persona

				<b>NAME</b> Xiao Ming HAN			
				<b>JOB TITLE</b> Web Developer			
<b>FROM</b> Singapore				<b>TO</b> Taiwan		<b>AGE</b> 26	
Adventurous		Level-headed		Motivated		Organized	
<p><b>ABOUT</b> Recently graduated from university, Xiao Ming (Taylor) is an ambitious young adult working as a Web Developer for a small startup. In his spare time, he enjoys hiking, staying updated with the newest technology, and planning outings with his friends. He keeps a busy schedule, but aims to maintain balance between work and personal time.</p> <p>Xiao Ming immigrated from Taiwan when he was 6 years old and makes an effort to visit his extended family back in his hometown every year. However, with his busy schedule, he has never gotten an opportunity to explore the rest of the country and reconnect with his culture.</p>							
<p><b>GOALS</b></p> <ul style="list-style-type: none"><li>• Explore more areas of Taiwan he has not yet been able to.</li><li>• Maximize his time between seeing family and sight-seeing.</li><li>• Learn more about the culture of his hometown and birth country.</li></ul>				<p><b>FRUSTRATIONS</b></p> <ul style="list-style-type: none"><li>• Limited time to research and organize his travel itinerary.</li><li>• Not fluent enough to communicate with the local residents of Taiwan.</li><li>• Difficult to find attractions around planned hotel accommodations.</li></ul>			

# Secondary Persona

		<b>NAME</b> Ayeza Raza	
		<b>JOB TITLE</b> HR Manager	
<b>FROM</b> England		<b>TO</b> Denmark	<b>AGE</b> 34
Hard-Working	Compassionate	Protective	Detail-Oriented
<div><div><b>ABOUT</b></div><div>Ayeza is a single mother with a 4-year-old daughter, Fariha, who attends daycare during the weekdays. They make the most of their weekends by participating in bonding activities and socializing with other young families in the neighbourhood. The two enjoy eating at new restaurants, but it can be difficult to find places that accommodate Fariha’s peanut allergy.</div><div>Although Ayeza travels regularly for her job, her next business trip will be the first time taking Fariha outside of the country. Ayeza will need to make arrangements around her schedule, but plans to make the vacation enjoyable for both mother and daughter.</div></div>			
<div><div><b>GOALS</b></div><div><ul style="list-style-type: none"><li>Discover activities that she and her daughter can both enjoy.</li><li>Expand her daughter’s knowledge and experiences with the world.</li><li>Become more familiar with the destination to travel safely and comfortably.</li></ul></div></div>		<div><div><b>FRUSTRATIONS</b></div><div><ul style="list-style-type: none"><li>Can rarely find peanut-safe restaurants for Fariha.</li><li>Has trouble searching for attractions that can accommodate her tight schedule.</li><li>Fariha is picky about where she would like to go.</li></ul></div></div>	

# Tertiary Persona

		<b>NAME</b> Yanni Vasileva	
		<b>JOB TITLE</b> Accountant	
<b>FROM</b> Canada		<b>TO</b> Greece	<b>AGE</b> 41
Cautious	Practical	Caring	Meticulous
<b>ABOUT</b> Yanni is a mother of three, and between her busy work schedule and running a family, she hasn't had much time for herself. Recently she booked a five day trip with her husband to get away for a bit and relax. This is the first time she has been on an airplane in a long time and she is very nervous. Yanni has already planned ahead for their trip but would like to read some supplementary information about her destination to ease her mind while she is on the flight.			
<b>GOALS</b> <ul style="list-style-type: none"><li>• Learn a bit more about the place she is traveling to.</li><li>• Pass time during the flight to take her mind off her worries.</li><li>• Using the application to distract herself and relief the stress of flying.</li></ul>		<b>FRUSTRATIONS</b> <ul style="list-style-type: none"><li>• Very nervous about flying, and is too anxious to enjoy the flight.</li><li>• Worried about her kids at home and how they are doing.</li><li>• Not comfortable with exploring a new location that she knows little about.</li></ul>	