

Figure #1

 A close-up portrait of Michael Dawson. He is a middle-aged man with short brown hair, wearing glasses, a light-colored beanie, and a dark jacket over a light shirt. He is looking directly at the camera with a neutral expression. The background is slightly blurred, showing what appears to be a natural outdoor setting with trees and rocks.	<p>Michael Dawson</p> <p>Michael Dawson is a 45-year-old system administrator with over 15 years of experience working for a regional airline. He's highly skilled in technology, specifically in managing and updating data within the booking system. Michael is detail-oriented and organized, preferring a system that allows him to efficiently manage flight schedules, seat availability, and ensure information accuracy without extra hassle. He is comfortable with technology and appreciates straightforward processes that help him complete tasks quickly.</p> <p>Michael's goal when using the flight booking system is to keep the database up-to-date and error-free, allowing customers to rely on accurate information when booking. His ideal system provides secure access and a simple interface for adding, removing, and updating flights. Michael values data security and user-friendliness, as he wants customers to trust the system and have a seamless booking experience. For him, a system that minimizes errors and maximizes efficiency is essential to meet both his needs and the company's goals.</p>
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Figure #2

 A close-up portrait of a young woman with long dark hair, smiling. She has a warm complexion and is wearing light-colored makeup.	<p>Lily Chen</p> <p>Lily Chen, 32, is a marketing consultant who frequently travels for work and is well-versed in booking systems. She has a moderate to high level of technical skill and values convenience and efficiency, seeking a smooth booking experience with minimal clicks. Lily is confident using technology and appreciates a system that allows her to search for flights based on price, travel time, and layover options while securely saving her payment and seat preferences for future use.</p> <p>Lily's main goal when using the flight booking system is to book flights quickly, without having to navigate complex processes or repeat information each time. She wants a system that lets her easily adjust bookings and offers reliable security for online payments. A smooth, secure experience is essential for Lily, as she books multiple flights each month and wants her data to be protected. A system that balances ease of use with security gives Lily confidence that she can focus on her work without worrying about her travel plans.</p>
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Figure #3

 A close-up portrait of a young man with dark hair and glasses, smiling. He is wearing a black shirt and is outdoors with green foliage in the background.	<p>Roy Dutton</p> <p>Roy Dutton is a 24-year-old graduate student who is planning his first solo vacation. Although he has some experience with online platforms, Roy is not very familiar with flight booking systems, so he values simplicity and step-by-step guidance. He has a moderate level of technical skill and prefers a straightforward interface that makes it easy to understand each part of the booking process, especially seat selection and payment options. Roy appreciates a system that provides clear instructions and helpful prompts to ensure he doesn't make any mistakes along the way.</p> <p>Roy's primary goal is to successfully book his trip without confusion, gaining confidence in the booking process for future use. He would feel most comfortable with a system that provides clear error messages and access to customer support if he has questions. For Roy, an ideal booking experience is user-friendly and reassuring, allowing him to enjoy the process and get excited about his trip rather than feeling overwhelmed by it.</p>
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(All pictures were taken from <https://this-person-does-not-exist.com/en>)