



Name: Jenny

Age: 20

Sex: Female

Education: Bachelor

Marital Status: Not Married

Industry: Student

Lifestyle: Love taking selfies and finding new places to go

Shopping preference: Online shopping

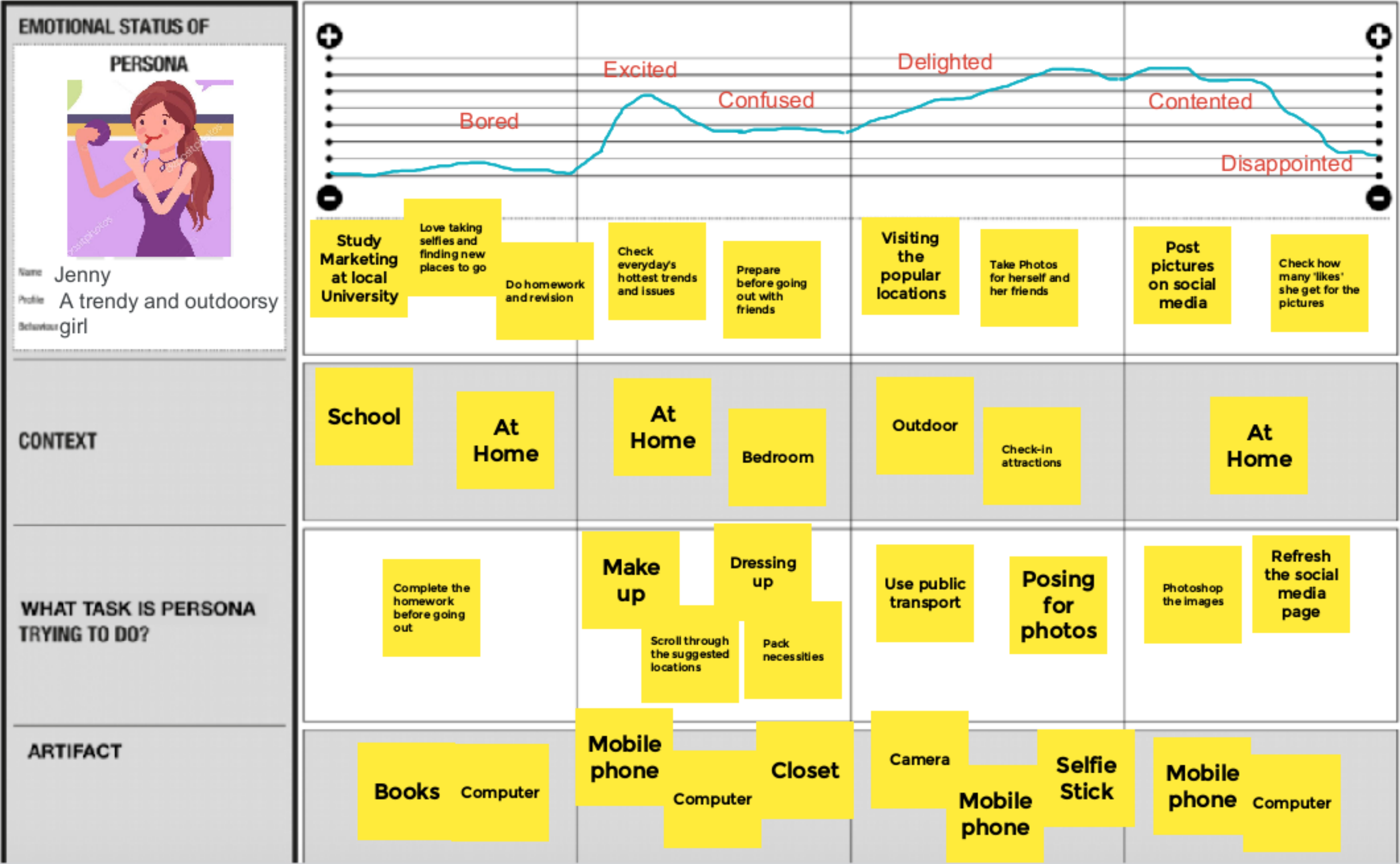
Media Usage preference: K-drama Fan, online short videos, social media

Life/Career goal: Find a fun and exciting job. Enjoy everyday life.

Tech product adoption brief: Early adopters of the latest tech products

Daily routine: Go to school, hang out with friends, take photos at different places

The persona type of "a 20 year-old girl who is trendy and outdoorsy" is chosen to develop a current journey map. It is because she has the habit of browsing check-in locations' informations online and thus has a better understanding and experience of the process.



**Search for
the
check-in
locations**

**Examine
the search
results**

**Examine one
of the
suggestions**

**Select the
preferred
suggestions**

**Go to the
locations**

**Browse
categories**

**filter
by
regions**

**See the
deatils**

**Save in
bookmarks**

**Prepare
necessities**

**Basic
search**

**Filter
by
styles**

**Compare the
location with
other
suggestions**

**Mark
down on
calender**

**Check
the
route**

Recommendations

**Add
keywords**

**Browse
the photo
gallery**

**Share
to
friends**

**Check
weather**

Groupings

Regions

Style

About Us

Tips

**New
Territories**

Artistic

FAQ

Calender

Kowloon

Rural

**Contact
Us**

**Photo
Gallery**

**Hong
Kong
Island**

Seaside

**KOL's
Pick**

Urban

Positioning Map

