**Description of the 3 test personas:**

To validate the recommended system, 3 test personas are created. As we are more familiar with London the test personas are created from our knowledge of the areas and research of surrounding aeras.

The test personas are created to fit 3 very different personalities and classes, the aim is to be able to clearly distinguish the personas and their recommended areas.

The first test persona is an upper-class middle-aged man, named Charles. Charles enjoys a good bottle of wine, Fine dining, a good steak and prefers places with a view. Charles is not found of the poor areas in London and really dislikes shawarma as he perceives it as ‘junk’. Recently he discovered how little pleasure he got out of cheesy entertainment.

Charles has made the 5 google ratings listed below:

1. Chelsea Riverside Brasserie (Chelsea) – 4 stars
2. Sophie's Steakhouse and Bar (Fulham)– 5 stars
3. Santini (Belgraive) – 5 stars
4. Golden Grill (Camberwell) – 1 star
5. Network Theatre Waterloo (Waterloo) – 3 starts

The second test person is Tess who is in her late twenties, most people would classify her as a hipster. She enjoys likes natural wine, nightclubs and streets buzzing with life. Two things she really dislikes are capitalism and fast fashion!

Tess recently review the 5places below on google:

1. Blade Soho (Soho) – 5 stars
2. Camden tattoo & piercings (Camden) – 4 stars
3. Foxcroft and Ginger café (Soho) – 4 stars
4. Yumemoki (Fulham) – 2 stars
5. Zara (regent street) – 1 star

Finally, the third test person is Jack, he is an average working class guy, who loves he’s football team Tottenham! He also would a proper roast and a big pint after a long working day. Generally Jake dislikes everything expensive, except of course – tickets for a football match.

Jack has reviewed the 5 following places:

1. The Court (Tottenham) – 5 stars
2. Katies (fish and chips) (Peckham) – 4 stars
3. The Old Haberdasher (Peckham) – 4 stars
4. Barts (Chelsea) – 1 star
5. Café de Paris (Soho) – 1 star

**Recommendation results for the 3 test personas:**

To get an insight into different areas on Manhattan, an overview of the average income is used as an indicator of the society classes, (disclaimer – the plot is not very colorblind friendly)

1. <https://ny.curbed.com/2017/8/9/16119400/income-distribution-nyc-map>

Furthermore, we assume that the areas listed below can be classified as ‘hip’

1. <https://www.businessinsider.com/maps-where-the-hipsters-and-the-yuppies-live-in-new-york-city-2013-10?r=US&IR=T>
2. https://www.wimdu.com/blog/new-yorks-top-neighborhoods-part-1-manhattan

And that the wealthy areas listed in the link below are representative for the upper class.

1. <https://ceoworld.biz/2021/04/04/the-most-wealthy-neighborhoods-in-new-york-city/>
2. <https://ny.curbed.com/2017/6/27/15881706/nyc-richest-neighborhoods-manhattan-brooklyn>

For the first test person Charles, he is roughly recommended 5 area clusters.

* Lincoln square / Hell’s kitchen
* West village
* Turtle bay
* Garmancy/Union square/Flatiron district
* Lower manhatten

All the recommended areas are listed as ‘wealthy NY areas’ in (4) and (5)

The second test Persona Tess is recommended to visit some more widespread areas in New York. If considering the darker recommended areas she should visit:

* Upper East side
* Greenwich village/Chelsea/SoHo
* Lower east side
* Midtown

Matching the ‘hip’ areas listed in (2) and (3)

Finally, last test person Jack is recommended to visit especially 2 larger clusters:

* Harlem / Manhattan valley
* Lower Manhattan/ China Town

A bit surprisingly Jack is recommended lower Manhattan which can be perceived as a more expensive area, but as the area is also very touristy the area might capture exactly what jack is seeking.

From the recommendations given to the three test personas, which are considered valid recommendations. The recommended system based on google reviews is providing a useful insight into areas that seems fit for the individual personas.