



PROFILE

Josh was born in the beautiful Appalachian mountains near Pidgeon Forge, Tennessee. He grew up a devoted NBA fan and majored in Sports Management at the University of Tennessee. He landed a job as a sports broadcaster with a local news station after graduation. He eventually was offered a job as an administrative assistant for the Charlotte Hornets NBA Team. He is primarily responsible for booking flights for team personnel to follow the team around the country during basketball season. The team travels on a private jet or bus, but many publicists, sponsors, and other staff need to be flown individually across the country. Josh is looking for a way to streamline his work and needs a platform that serves his flight booking needs.

CONTACT

PHONE:
867-5308

EMAIL:
josh@charlottehornets.com

HOBBIES

Basketball
Football
Cycling
Cooking

JOSH HORNIG

DEMOGRAPHICS

Gender: Male
Age: 32
Occupation: Administrative Assistant-Charlotte Hornets
Location: Charlotte, NC

WORK EXPERIENCE

Frequency

Books dozens of flights weekly.
During the NBA Finals he may book 100+ flights in a day.

Goals

Get the best rate for flights as he can.
Looking for convenience in booking.
Wants to keep track of the flights he has scheduled.

Needs

Be able to book flights for other people.
To cancel or change reservations if necessary.
To get a corporate discount when booking flights on a mass scale.

SCENARIOS

Josh is booking flights for team staff for an upcoming game. Josh logs onto his corporate account to book flights for several team staff. A few days before the game, Josh needs to cancel two of the tickets because two staff members have COVID, but doesn't want to cancel his entire order. He sends everyone their electronic ticket and they fly to the game.

The Charlotte Hornets finally make it to the NBA Finals. Because it's a best of 7 series, Josh doesn't know if the series will only last 4 games or all 7. It turns out Charlotte wins the series, 4 games to 1. Josh needs to cancel the flight reservations for the final 2 games.

Josh, having finally earned a promotion, starts training his replacement on how to use the flight booker website. The website is straightforward to use, so this isn't hard. His replacement changes the password of the account for security reasons and starts booking new flights for upcoming games.