

Sarah, First Time Family Vacationer



Age: 45

Lives: United States

Married, 3 kids

Income: 75,000/year

Sarah is a middle aged, married mother to three school-aged children. She is visiting Taniti for a family vacation during her children's summer break. She plans on staying in a hotel on the island for a week, and wants to visit many attractions to entertain or educate her children. She will be arriving via a flight.

As a younger parent, she is tech savvy and uses her cell phone to plan their entire vacation.

Taniti.com must:

- Be optimized for mobile
- Include many suggestions for attractions to visit

Taniti.com must never:

- Be inaccessible on mobile devices
- Seem boring or difficult