



"I want to learn more about the uniquely Austin experience by trying all the city has to offer."

Melissa Bonaventure

Female, 28, Austin, TX

Goals

- I'm new to town want a feel for Austin.
- Wants to try food options that are unique to Austin.
- Wants to be near the culture centers of Austin
- Find a place with events or popular happy hour
- Find a place that is recognized for its quality.

Motivations

- Learn about the city and get a feel for the culture
- Find a regular hang out
- Check out a new part of the city

Pain Points

- Not knowing where things are
- Lack of parking suggestions
- What else is in the area
- Not knowing what is the best in Austin