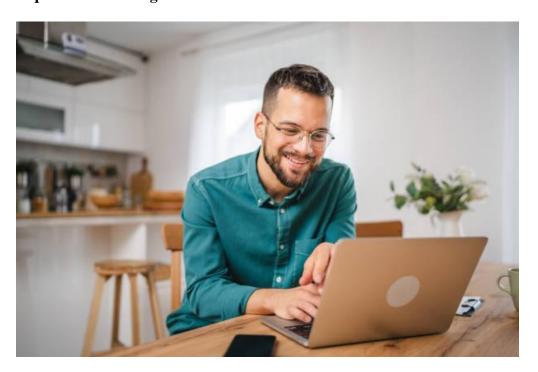
# Personas

# Persona 1: Liam Becker - The Digital Nomad

# **Representative Image**



# **Demographics**

• **Date of Birth:** May 3, 1992

• Gender: Male

• Location: London, UK

Workplace: Freelance UX Designer
School: University of the Arts London
Technology Level: High (Early adopter)

# **Main Points**

Liam thrives on freedom, flexibility and immersive digital experiences. He relies on smart tools to plan, navigate and enjoy his travels without friction.

# Goals

- Book unique stays in new cities monthly
- Use MR headset to explore and verify spaces before committing

- Avoid fake listings or hard-to-access spaces
- Maintain work-life balance while traveling

# **Frustrations & Pain Points**

- Misleading photos or lack of appliance instructions
- Language barriers with hosts
- Poor Wi-Fi or confusing check-in procedures
- Can't afford to lose time on bad accommodation choices

#### **Scenarios**

- Liam uses the ARBNB mobile app to filter based on desk space and internet speed.
- He virtually "walks through" the flat using the MR headset before booking.
- During the stay, he uses AR cues to figure out the washer settings and AC remote.

# **Other Details**

Liam has tried VR travel before but finds MR more practical. He prefers smart locks and contactless access. If a platform lacks MR previews, he's less likely to use it.

# **Persona 2: Sofia Mendes – The Family Planner**

# **Representative Image**



# **Demographics**

• **Date of Birth:** August 17, 1986

• **Gender:** Female

• Location: Porto, Portugal

• Workplace: Secondary School Teacher

• **School:** University of Porto

• **Technology Level:** Medium (Confident but cautious)

#### **Main Points**

Sofia plans all vacations in detail for her family of four. She needs transparency, safety and real functionality from travel apps.

#### Goals

- Book safe, family-friendly accommodations
- Preview space layout (kids' room, kitchen, play area)
- Learn how to operate appliances beforehand
- Avoid stress and keep kids engaged during travel

#### **Frustrations & Pain Points**

- Small or cluttered images
- Missing child-proofing info
- Hosts slow to respond
- Overwhelming booking interfaces
- Non child friendly properties
- Not enough attractions for children

### **Scenarios**

- Sofia uses the mobile app to read reviews and compare family filters.
- She explores properties in MR to verify crib placement and check how close the kitchen is to the bedrooms.
- She shows her children the MR view so they can feel excited and safe before the trip.

#### **Other Details**

Sofia keeps a shared family calendar and builds travel spreadsheets. She's not a tech geek, but appreciates any tool that helps her avoid travel mishaps. She relies on other travel moms to share the best tips, plans and locations for a family with kids.

# Persona 3: Gunnar Holm - The Retired Explorer

# **Representative Image**



# **Demographics**

• **Date of Birth:** February 11, 1954

• Gender: Male

Location: Stockholm, SwedenWorkplace: Retired Engineer

• School: KTH Royal Institute of Technology

• **Technology Level:** Low-to-Medium (Needs guided interaction)

### **Main Points**

Gunnar recently started traveling more after retirement. He enjoys independence but values clear instructions and support in using technology.

#### Goals

- Visit historic places and countryside villas
- Understand how things work in a property before booking
- Avoid climbing stairs or poorly lit places
- Feel confident using the app

#### **Frustrations & Pain Points**

- Overly small fonts or cluttered interfaces
- Lack of guided help
- Unclear instructions for smart devices
- Anxiety over miscommunication

# **Scenarios**

- Gunnar's daughter helps him download and set up the app.
- He uses the MR headset to explore the house layout to ensure no steep stairs.
- In the MR view, he sees a floating visual cue explaining how to unlock the door and use the coffee machine.

#### **Other Details**

Gunnar doesn't travel spontaneously but prefers to plan ahead. He appreciates confirmations and reminders. He prefers calm, nature-rich stays over big cities.