

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, Sweden
- **Workplace:** 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.