

1. Primary User: Travelling sports fan - "as a logged in user - as a Patriots fan I want to find the cost effective plane fare and lodging within a reasonable radius to the Lucas Oil Stadium in Indianapolis"
2. Primary User: Newly-wed couple- "as logged in users - we hope to discover the best rated hotel that allows easy access to several tourist destinations in the area"
3. Primary User: Last minute change in location for a business trip - "as a logged in user - I need to find the soonest flight from the airport I'm currently at (rerouting flight) and an affordable, but mostly available, hotel room before my meeting starts"
4. Primary User: College student during spring break - "as a logged in user - I want to find the cheapest flight and hotel possible in the city that fit my strict date restrictions within a reasonable distance from the beach and downtown"
5. Primary User: Comicon Goer - "as a logged in user, I want to find lodging as close to the convention center as possible so I don't miss any events and also find restaurants that serve authentic pizza and submarine sandwiches"