

SANDRA SULLIVAN

THE YOUNG PROFESSIONAL

PROFILE



Age: 32

Gender: Female

Status: Married, without children

Location: Waterford

Occupation: HR Rep

ABOUT

MOTIVATION

As an HR Rep for a mid-sized company, Sandra occasionally needs to organize work events. In her personal life she also likes to organize the occasional get together with friends and family, who like both city tours and nights out. Dublin is a popular choice as an event destination both at work and in her personal life. On average she goes to Dublin about 10 times a year, for work and pleasure.

GOALS

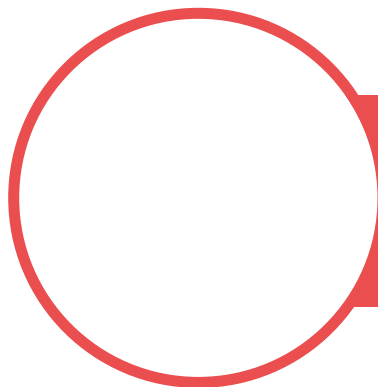
Due to different types of groups involved, she likes to have many options given to her when organizing an event. As there are time-constraints involved at work, she likes websites that are clear and simple in layout as well as content, for quick understanding. She also likes to have as much as possible for an event be organized beforehand. All costs must be clearly stated on websites, in order for her to stay on budget.

ENVIRONMENT

She is comfortable working with computers, and considers herself to be an intermediate internet user. She uses both a laptop and smartphone.

FRUSTRATIONS

- Websites that with hold information (like extra prices, rules and regulations not given earlier) and are difficult to navigate
- Learning to navigate a place she doesn't live in, not having sufficient information on transportation available



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