Emily Carter - Marketing Specialist

About:

Age: 28

Location: Sydney, Australia

Education: Bachelor's in Communication

Tech Literacy: Moderate

Personality Traits:

Adventure-Seeker, Organized, Cultural Enthusiast

Quote:

"I want my travel plans to be smooth and stress-free, so I can focus on experiencing new cultures."

Background:

Emily Carter is a passionate marketing specialist with a deep interest in exploring new cultures and cuisines. Her job requires her to constantly deal with clients and deadlines, leaving her with little time for personal recreation. Traveling has become her way of disconnecting from the corporate world and immersing herself in rich cultural experiences. She particularly enjoys destinations that offer a blend of history, local cuisine, and vibrant street life. However, she often struggles with planning trips due to the overwhelming amount of information available online, making it difficult to find reliable and concise travel suggestions tailored to her preferences.

Core Needs:

- Emily needs a platform that provides curated travel guides tailored to her interests in culture and cuisine.

- She values the ability to quickly compare different options for accommodations, restaurants, and local attractions.

- An intuitive interface that minimizes the time spent planning and maximizes her enjoyment during travel.

Challenges:

- The abundance of unverified information online often leaves her confused about the best travel choices.

- Her tight work schedule limits her ability to spend hours planning itineraries, causing her to miss important details.

- Complex travel planning tools frustrate her, as she prefers simple and straightforward applications.

User Stories:

- As a traveler, I want to have a list of cultural hotspots and local restaurants, so I can enjoy authentic experiences.

- As a busy professional, I want an easy-to-use itinerary planner, so I can save time and stay organized.

- As a cultural enthusiast, I want recommendations for historical tours, so I can learn about the destination's history.