



# MICHAEL EVANS

UNIVERSITY RESEARCHER

"TECHNOLOGY IS A KEY  
ELEMENT NOWADAYS"



## DEMOGRAPHIC

AGE: 24

GENDER: MALE



## TRAVELS

**HOW OFTEN:**  
EVERY SATURDAY WITH FRIENDS

**FAVORITE ACTIVITIES:**  
HIKING AND CLIMBING



## FRUSTRATIONS

- He hates going to the same place every year
- He believes that the lakes in his area are not properly sponsored
- He would love to meet other people who like to travel as much as he does



## GOALS

### • FIND NEW PLACES

He aims to discover new places with beautiful landscapes to go on vacation

### • KEEP FIT

He loves hiking on the mountains to stay in shape

### • DIGITAL INTEGRATION

He likes sharing his excursions with his friends on social media



## TECHNOLOGICAL SKILLS

MOBILE APPS



SOCIAL NETWORKS



PHOTOGRAPHY





# MELISSA JONES

CEO OF A TOUR OPERATOR

"THINK LIKE A WISE MAN BUT  
COMMUNICATE IN THE  
LANGUAGE OF THE PEOPLE"



## DEMOGRAPHIC

AGE: 39

GENDER: FEMALE



## THE COMPANY

INCOME :  
\$500K PER YEAR

EMPLOYEES:  
8 - 10



## FRUSTRATIONS

- The trips offered by the tour operator are not among the most famous in the United States
- She is too busy to manage the company's social profiles
- She can not bear not having a clear idea of how to improve the service



## GOALS

### • FINANCIAL

She always tries to improve her business to make the most profit possible

### • CUSTOMERS' SATISFACTION

She wants to make every customer's experience unforgettable

### • DIGITAL INTEGRATION

She wants to use social media to advertise her company as they can reach a large number of people



## TECHNOLOGICAL SKILLS

MOBILE APPS



SOCIAL NETWORKS



INTERNET

