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| **Actor**  Ryley Olson, 49  Madison WI  Married  **Scenario**: Ryley married and living in Madison and wants to attend an event. She has 2 teenage children.  **Goals/expectations:**  She is looking for an event  She wants to attend before school begins  She wants to go to Florida with her family  She wants to explore the town when not at the event  She would like to do some shopping.  **Stages**  Explore   * Determine events * Determine what they can afford * Determine length of vacation * How do they get there   Decide   * Narrow down events * Set budget * Decide as a family where/when/what   Purchase   * Book/buy tickets   Attend   * Go to event * Come home |

**Explore**

Search Google for events

Go to travel agent

Search air bnb, travel sites

Search for resorts

Search airlines

Compare options

Determine costs/budget

Search for shopping centers

Check weather/hurricanes season

Investigate travel insurance

Search for cruise lines

Search for vacation package

Check with friends/family to see where they’ve gone

May be other optional events that can attend that can satisfy everybody

May have friends in Florida

**Attend**

Neighbor check on house

Pet sitter/boarding

What to pack

Go to event

Come home

**Metrics for success:**

Family goes on vacation and gets home before school starts

Family stayed in budget

**Purchase**

Book airline

Book event tickets

Book hotel/cruise line

Rent vehicle to drive

Passport

Book early to save money

Pay off travel before you go

**Decide**

Ryley and husband pick 2-3 events to discuss as a family.

Set budget

Check with work for ETO

Meet with children to finalize

Determine how to pay for

* Increase credit limit?

Cost out of range

May not get ETO

Kids don’t like parents/don’t want to go

Can’t agree on anything

**Actor**

Ryley Olson, 49

Madison WI

Married

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**Goals/expectations:**

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