

User Personas for the Mumbai Airport App

Persona 1: Arjun Sharma (45 years old)

Background: Frequent business traveler.

Goals:

- Quick access to gate information.
- Efficient navigation through the airport.

Preferences:

- Clear and straightforward design.

Persona 2: Aisha Patel (32 years old)

Background: Mother travelling with two young children.

Goals:

- Easy access to restaurant locations.
- Child-friendly design.

Preferences:

- Colourful and engaging interface.

Persona 3: Rajiv Kapoor (68 years old)

Background: Retired and passionate about travelling.

Goals:

- Large font size for readability.
- Simplified navigation.

Preferences:

- High contrast and clear icons.

Persona 4: Sneha Desai (25 years old)

Background: Frequent leisure traveller.

Goals:

- Access to comprehensive flight information.
- Convenient amenities lookup.

Preferences:

- Modern and visually appealing design.

Persona 5: Ananya Rao (18 years old)

Background: First-time solo traveller.

Goals:

- Clear guidance through the airport.
- Safety and emergency information.

Preferences:

- Intuitive and straightforward design.

Persona 6: Mr. Raghav Iyer (75 years old)

Background: Seasoned traveller with a passion for exploring new places.

Goals:

- Easy access to gate information.
- Large and clear font for readability.

Preferences:

- Simplicity and straightforward navigation.
- High contrast for better visibility.

Persona 4: Mrs. Leela Menon (60 years old)

Background: Retired and travelling for leisure with her husband.

Goals:

Convenient access to restaurant locations.

A relaxed and enjoyable airport experience.

Preferences:

Intuitive icons and a clean interface.

Clear and concise information.

Persona 5: Mr Sunil Khanna (55 years old)

Background: Frequent business traveller with decades of experience.

Goals:

- Quick access to flight information.
- Efficient navigation through the airport.

Preferences:

- Professional and organised design.
- Easy access to emergency contacts.