

# ALLEN A.

# THE CAPTAIN



AGE 28  
OCCUPATION Software Engineer  
LOCATION New York, NY  
GENDER Male  
TIER Frequent Traveler

## BIO

Allen often takes weekend trips with his friends. He usually posts an event page on Facebook to discuss trip plans. However, Allen thinks it is tedious to keep checking up on the event page for updates. Whenever he or one of his friends finds a good flight deal, they want to be able to share it among group members.

## GOALS

- Share updated flight/hotel deals
- Keep track of trip updates
- Organize trip details in one place

## FRUSTRATIONS

- Links shared by friends are expired
- Hard to follow the conversation
- Information is scattered

“When my group plans trips on Facebook, our messages are scattered and links to flight or hotel information expire. I want to be able to plan a trip with everything updating real-time in one place.”

# GINA G.

# THE BARGAIN HUNTER



AGE 26  
OCCUPATION Consultant  
LOCATION New York, NY  
GENDER Female  
TIER Casual

## BIO

Gina loves a good bargain, so she likes to book flights through her credit card rewards or airline loyalty programs. She and her friends browse potential destinations early in the year for their annual summer trip. She wants a easier way to discuss hotels options so they can make a decision together.

## GOALS

- Suggest and vote on hotel deals
- Save and book the best deals
- Organize trip details in one place

## FRUSTRATIONS

- Too many different search engines
- Price tracking is disorganized
- Information is scattered

“Planning a group itinerary when everyone is researching and booking through different websites is messy. I'd like to be able to suggest flights and hotels to the group and see everyone's preferences.”

# CALVIN C.

# THE TEAM MEMBER



AGE 25  
OCCUPATION Project Manager  
LOCATION Chicago, IL  
GENDER Male  
TIER Casual

## BIO

Calvin enjoys the occasional group trip with his friends when the opportunity arises. He tends let others make the executive decisions; trip planning is hard enough without so many cooks in the kitchen! With Facebook, email, and texts in the mix, it's difficult to stay up-to-date with the conversations.

## GOALS

- Vote for flight/hotel suggestions
- Keep up with next steps for trip
- Consolidate all conversations

## FRUSTRATIONS

- Too many messaging platforms
- Difficulty knowing who booked what
- Conversations are disorganized

“Facebook makes it easy to see what the options are and comment on them. However, we jump between static posts and chat conversations, so it’s hard to stay up-to-date with latest plans or what to do next.”