

User Persona 1



Jane the Adventurer

Key Attribute

Adventurous – spunky – open-minded – resourceful –
Independent – flexible – spontaneous – self-reliant –
Adaptive – well-traveled - knowledgeable

Short Description

Busy, freelance writer with ambitions to travel more
Avid traveler without the time to work a 9-5 or dig through websites
Globetrotter with a friendly attitude to meeting new people
Freedom to explore places that are not tourist traps and well-known

Needs

Quick and direct measure for whether a country is worth seeing
Assurance that her well-being and safety is prioritized at all locations
A generic understanding of places available to travel to
Location based information to plan travel accordingly

Challenges

Travel websites are overloaded with information to choose from
No straightforward way to compare across all travel locations
Most research ends up on website that are attempting to profit off
of her presence
Can not find an objective perspective across the global options

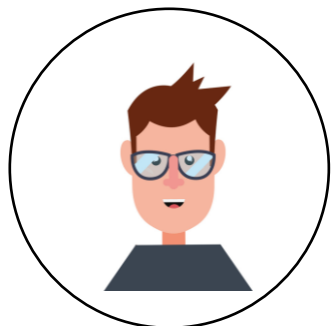
Opportunities

Streamlined Information Presentation: The dashboard should present information in a concise and organized manner, avoiding overwhelming the user. It could utilize filters and sorting options to allow Jane to narrow down her choices based on preferences such as popularity, budget, and things to do

Unified Comparison Tools: Implement tools that allow Jane to compare various travel options side by side. This could include features like a comparison chart showing key factors across travel destinations

Transparent and Objective Ratings: Provide objective ratings and reviews sourced from reliable sources such as verified travelers or independent review platforms. This helps Jane make informed decisions based on the experiences of others rather than biased marketing content

User Persona 2



Small Town Jake

Key Attribute

Homebody – inexperienced – eager – curious –
Tentative – uncertain – cautious – novice – open to
learning – excited – unfamiliar – suburban

Short Description

Going on a sabbatical from his time-consuming corporate office role
Has no dependents and sees potential to live abroad for the experience
Limited travel experience and lacking the skills to assess destinations
without personalized knowledge

Needs

Personalized guidance and support in his decision-making
Locational information as he plans his short-lived itinerary
Budget-friendly options since he is not being paid during his time off
Knowledge about a range of locations he is not familiar with

Challenges

Struggling to find the time to plan due to his schedule
Marketing for travel products is overloaded and clogged
Cannot find an objective assessment of climate and safety
Values different things at different weights and can not find all
information consolidated in one place

Opportunities

Convenience and Efficiency: a personalized dashboard breaks down all information into one clear ‘winner’ across his decisions
Budget-Friendly Options: Showcase budget-friendly travel deals, promotions, and discounts tailored to Jake's preferences and financial constraints.
Provide budgeting tools and calculators to help him plan and manage his expenses effectively.
Guidance and Support: Helpful graphics which aid in the planning process to determine optimal places to spend 3 months at a reasonable price
and distance away from another