



Name

Sophie Smith

Behaviours

- Went to Disneyland as a child and dreams of going back
- Started watching Disneyland vlogs after her favourite vlogger went and is now obsessed.
- Has been saving up for a trip with her sister.
- Watches disneyland vlogs and follows disney fan instagram accounts to work out her priorities for the trip.
- Has planned out ‘disney-bounding’ outfits for each day of the trip with sister.

Demographics

Age: 21
Education: College
Job: Nail technician
Lives with parents

Needs and goals

- Wants to make the most of their 2 days at Disneyland.
- Wants to keep track of priorities for rides and attractions to visit.
- Wants to document the trip with notes.
- Wants to be able to reminisce with sister.
- Wants to streamline queueing times by picking up fast passes.
- Wants to meet a princess.
- Wants to make sweet memories with sister.