

USER PERSONA PRESENTATION

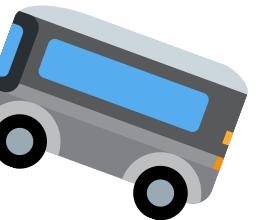
Presented by: Our Team

INTRODUCTION OF USER PERSONAS



The user personas for our travel planning research project aim to represent the diverse groups of travelers whose behaviors, needs, and preferences will inform the development of a more efficient and effective travel planning assistant. These personas are a direct result of our research objectives and methodologies and are designed to highlight the key segments of users that our tool aims to serve.





PERSONA 1: THE FIRST-TIME TRAVELER	
NAME	John
AGE:	22 years old
OCCUPATION:	College Student (Pursuing a degree in Engineering)

PROFILE:

John is a college student excited about his first international trip. He is relatively inexperienced with travel planning and wants an easy, straightforward way to plan his trip. John's goal is to ensure he's prepared and doesn't miss out on key experiences.

PERSONALITY:

- Curious and Excited
- Cautious and Thoughtful
- Tech-Savvy but Hesitant
- Optimistic and Open to New Experiences

CHALLENGES	BACKGROUND & BEHAVIOR:	NEEDS & EXPECTATIONS:
<ul style="list-style-type: none">• Managing multiple travel plans and staying organized, dealing with last-minute changes, and finding tools that align with professional needs.	<ul style="list-style-type: none">• John, a tech-savvy college student, is preparing for his first international trip.• He seeks guidance from blogs and friends, prefers easy-to-use apps, and is cautious about over-spending, often over-researching to get the best value.	<ul style="list-style-type: none">• John needs an easy-to-use travel tool with clear steps, budget-friendly suggestions, and options to track spending.• He expects AI recommendations, manual customization, expense tracking, and reviews from other first-time travelers to guide his decisions.





PERSONA 2: THE TRAVELER

NAME	Emma
AGE:	28 years old
OCCUPATION:	Graphic Designer

PROFILE:

Emma works in a creative role and enjoys traveling during her vacation time. She is flexible with her travel schedule but prefers to have a well-structured plan when on vacation. Emma likes to explore destinations that offer both relaxation and adventure, often traveling with friends or family.

GOALS & CHALLENGES::

Discover unique travel experiences, stay within a reasonable budget, and create a personalized travel itinerary that suits the interests of the group. Balancing budget constraints with travel preferences, finding trustworthy recommendations, and coordinating plans with multiple people.

BACKGROUND & BEHAVIOR:

Emma, a graphic designer, enjoys creative travel experiences like food, art, and nature. Spontaneous and influenced by trends or friends, she prefers an easy-to-use app for organizing trips with loved ones. Emma researches destinations online and stays updated via social media.

NEEDS & EXPECTATIONS:

Emma, a graphic designer, enjoys creative travel experiences like food, art, and nature. Spontaneous and influenced by trends or friends, she prefers an easy-to-use app for organizing trips with loved ones. Emma researches destinations online and stays updated via social media.



PERSONA 3: THE TRAVEL

NAME:	Sara
AGE:	27 years old
OCCUPATION:	Travel Blogger and Social Media Influencer

PROFILE:	GOALS:
<p>Sara is a popular travel blogger who travels frequently for both business and pleasure. She's looking for ways to streamline her trip planning while having tools that allow her to share experiences with her audience.</p>	<p>Organize trips that can be shared with her followers, find hidden gems for content, and ensure smooth coordination of travel logistics.</p>

CHALLENGES:	BACKGROUND & BEHAVIOR:	NEEDS & EXPECTATIONS:
<ul style="list-style-type: none">Finding tools that cater to both her content creation needs and the logistics of travel planning.	<ul style="list-style-type: none">Sara, an experienced traveler and content creator, shares unique destinations on blogs, Instagram, and YouTube.She seeks hidden gems, authentic experiences, and tools for trip organization while creating content.	<ul style="list-style-type: none">Sara needs a platform that blends travel planning with content creation, offering shareable destinations, collaboration tools, and hidden gem recommendations.She expects real-time updates and seamless social media integration for easy sharing and engagement.