

# User Persona



Andrew Smith

## About

-  Age: 35 Years
-  San Francisco CA, USA
-  Martial Status: Married
-  Income: \$100,000
-  Education: Computer Science MSc

## Bio

Andrew is a 35-year-old Bay Area-based tech entrepreneur. He loves to take his family on yearly vacations; often to other countries where they can sight see and take in the local culture. Values Experiences and is willing to spend more money on exotic and exciting tourist destinations.

- Transportation to island
  - Cruise ship
- Interested in local attractions
  - Yes
- Purpose of trip
  - Honeymoon
- Country of origin
  - USA
- Length of stay (in days)
  - 5
- Visit status
  - repeat
- Island transportation
  - rental car

## Loves

- Going out for hikes, and walks in nature (Mountains, beach, forest)
- Authentic cultural cuisine
- Sharing experiences with his loved ones
- Good music and local beer

## Frustrations

- Having to wait around for public transportation
- Noisy and/or dirty hotel accommodations
- Over crowded tourist attractions, transportation, etc..
- Does not enjoy historical attractions (Museums)

## Personality



## Technology

