Lila Mathews

Age: 25
Occupation: Just finished school in Languages
Status: Single
Location: Montreal
Archetype: Social butterfly

Personality

Introvert	▓	Extrovert
Calm	▓	Anxious
Independent	▓	Dependent
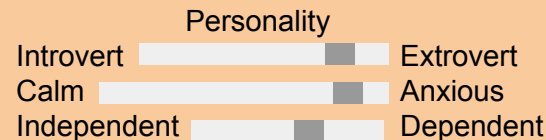
Goals
- To improve communication in other languages
- To have an easy and safe travelling experience
- To be organized while travelling

Frustrations
- Having to use multiple apps for traveling
- Overwhelming and unorganized travelling resources

Motivation
Incentive: Fear
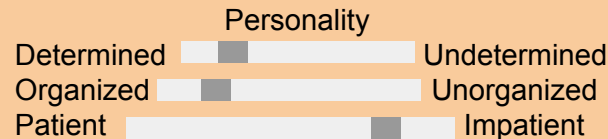Achievement: Experience
Power: Social

Bio
Lila just graduates with a bachelors in Languages and wants to travel to practice her skills and acquire knowledge on other cultures. Lila is sociable and loves to meet new people however she is also very anxious and gets stressed very easily in unfamiliar environments. For these reasons travelling scares her. She wants to be able to have resources that keep her organized and safe. She is also a very organized person and wants to have everything easily accessible and in one place.

"If I had an app that provided me with all the information I need for my trip, I would feel so much safer and less anxious"

Adrian Malik

Age: 31
Occupation: International Business Development Manager
Status: Husband
Location: Los Angeles
Archetype: The Efficiency Expert

Personality
Determined ▬▬ Undetermined
Organized ▬▬ Unorganized
Patient ▬▬ Impatient

Goals
- To have all his travel needs organized
- To maximize travel efficiency
- To be organized and productive while travelling

Motivation
Incentive: Frustration
Achievement: Organization
Power: Productive

Frustrations
- Having all his travel resources spread across different applications
- Difficulty to find important travel information for his specific needs

"If I had all my travel needs and resources in one place, I would be able to be so much more organized and efficient"

Bio
Adrian needs to frequently travel for work. He is an experienced traveller and has many different resources to satisfy his needs however, lately he finds it frustrating to have all his travel needs spread across different applications making it sometimes difficult to stay organized or be efficient when travelling. Adrian wants an app that would allow him to have everything in one place.