

# JASON

Solo Traveler

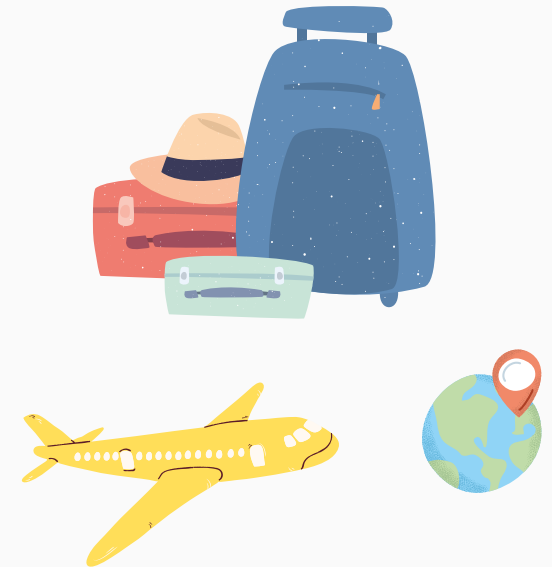


## BIO

25 Yr, MALE  
Travel blogger

Growing up in the eastern suburb of Chicago, USA - Jason, a black guy always longs for the beach life. When traveling, he loves to explore the tropical countries where the city is surrounded by beaches and welcoming locals. He is a frequent traveler and constantly vlog his experiences to Youtube.

## BOOKING APP



### GOALS

- To travel frequently within a budget.
- Authentic experience.
- Highly reliable host and safety.

### MOTIVATIONS

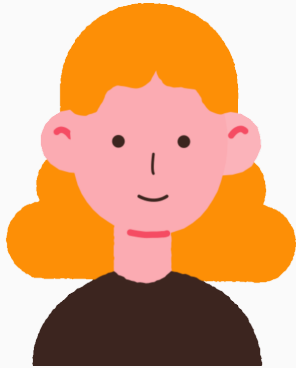
- Using maps to pick locations to find accommodations globally.
- Able to specify requirements or report issues in natural language.
- Able to ask for recommendations within a price range.

### FRUSTRATIONS

- A lot of time was wasted in scrolling and searching.
- Overcoming language barriers with the host communication.
- No direct way to report issues and find resolutions.

# SNEHA

Friends Trip



Quora

## BIO

20 < 30 Yr  
Software Engineers

Sneha and her friends use travel as a way to rest and bond with friends. They work hard, play hard, and always look for the best of everything. They travel annually and love to visit cities with a lot of attractions and entertainment activities.

## BOOKING APP



## GOALS

- To experience a high-quality trip with respect to finding accommodation and experience.
- Find a place that can accommodate all his friends while having the best features like a balcony, hot tub.
- Find a place with a lot of indoor and outdoor activities.

## MOTIVATIONS

- Able to specify requirements for a group booking in natural language.
- Able to verify the layout of the interesting recommendation.
- Able to find accommodation near main attractions.

## FRUSTRATIONS

- Traveling long distances from accommodation to main attractions.
- Accommodations that do not match the listing.
- Difficulty finding space for all friends.

# MICHAEL & ALLEGRA

FAMILY TRIP



Quora

## BIO

Kids: 4 > 10 Yr | Parents: 40 and 43  
Warehouse worker & Teacher

Michael and Allegra are annual travelers and focus on the best they can provide for their kids every year. They look for fun and interactive experiences and travel along with their pet cat and dog. They love to visit theme parks, aquariums and parks with beaches.

## BOOKING APP



### GOALS

- To book safe and trusting accommodation.
- To find options with family-friendly, pet-friendly, and child-proof features.
- To find fun-filled accommodation within a budget.

### MOTIVATIONS

- Able to specify requirements for a family booking in natural language.
- Able to verify child-proofing and pet-friendliness.
- Able to report issues and find resolutions quickly.

### FRUSTRATIONS

- Accommodations that are not family-friendly.
- Accommodations that are not pet-friendly.
- No faster means to handle fixes that are prone to accidents.