



# Julie R.

## The Trip Investigator

34 Years Old  
Consultant  
New York, New York

“Sometimes I need a cocktail to get through planning my trips. Between all the websites, the searches, the price changes it takes me too long to plan a vacation.”

### Bio

Julie is a consultant in New York City who travels occasionally for work. She loves dogs, running and finding delicious vegan treats. She enjoys reading, and used to be biased towards actual physical books until she caved and bought an ebook reader. Now she is hooked. She is upbeat, loves sunshine, and often dances to music that is stuck in her head.

### Motivations

Julie enjoys travel. If she could she would take one major trip a year with a couple smaller weekend trips sprinkled throughout. While she wouldn't say that she is on a very strict travel budget, she does like to get most for her money when going on a vacation

She enjoys exploring new vacation destinations, but her longer trips tend toward relaxing beach vacations. It usually takes her about a month to plan a vacation or trip because she spends so much time researching on different websites where to find the best deals. She tries to book vacation packages, but finds the process to be time consuming to find the perfect deal. She also spends a lot of time looking up hotel reviews on the booking websites, prioritizing looking at the most recent reviews, good and bad.

### Frustrations

1. Too many websites to compare prices for flights and hotels on.
2. Vacation packages can be overwhelming and hard to navigate because of too many variables that affect price such as date, hotel options.
3. Needing to do too many searches using different variables (duration, destination, dates, etc) to find the best deal.

### Goals

1. Destination suggestions based on budget, dates of travel, and desired activities.
2. Ability to specify the time of day she would prefer to travel.
3. Quickly see highlights from a few recent positive and negative reviews of the hotel.



# Chris P

24 Years Old  
Junior Copywriter  
Portland, Oregon

## Ballin' on a Budget

"I'm on a strict budget and I have a little money put aside to go on a trip. I have no clue where it can take me."

### Bio

Chris is a recent college grad who just moved to the Portland from Nebraska for a new job in advertising. In his free time he enjoys staying active which includes participating in a recreational flag football league that he joined to meet new people. He stays on top of pop culture and frequents BuzzFeed and Vice to keep up on what's going on. He is constantly attached to his phone checking out tweets, catching on the lives of friends and family via Instagram and Facebook, and reading his favorite blogs.

### Motivations

Chris graduated from college a couple years ago and has a little bit of college debt. He moved to Portland for a junior copywriter job and this is first professional job out of college. He loves having a steady paycheck and wants to do more traveling.

However, he is on a very strict budget and believes he cannot find trips that can fit within what he is able to spend. He would like to go on one or two major vacations a year. He always books his flight and hotel separately only after looking at a handful of different booking sites/apps. He is open to suggestions on where to go. He also owns a car and is open to taking short road trips for the weekend.

### Frustrations

1. Accommodations pose the most issue when planning travel
2. Doesn't know where to begin to find potential trips since money is the biggest factor.

### Goals

1. Destination suggestions based on budget, activities, and vacation length.
2. Destinations suggestions that are within driving distance. Book hotel or lodging only.
3. Suggestions on accommodations based on budget.



# Lisa F.

## The Explorer

32 Years Old  
Marketing Associate  
Boston, MA

"I love new places and I love trying local cuisines. Where should I go next month?"

### Bio

Lisa was born, raised and went to college in Boston. She has always been incredibly disciplined and hard working which has led her to become very successful for her age. She's always kept a fairly regular regimented routine, but now that she is feeling settled in her career and is ready to cut loose a bit to get out and explore what the world has to offer. She's a foodie and loves keeping up on the latest food trends. Her favorite music is anything that keeps her motivated in her spin class.

### Motivations

**Molly just got a promotion at work,** which also means she got a raise. Now that she is living a bit more comfortably she would like to go on some trips to see different parts of the country or the world. Her work does not lend to taking extended time off, so she hopes to go on multiple 3-4 day vacations throughout the year. She is looking to just get out of Boston on these trips to experience new things... and food scenes.

She learns about travel destinations from reading travel blogs, or Instagram posts from people she follows. It only takes her a few days usually to book a vacation, and she visits a couple websites before making a decision. She keeps an open mind about destinations, but would like to know some information about why a place would be interesting and a couple attractions to check out. She hasn't found a travel website that gives her suggestions on where to go or draws attention to less touristy places. Vacation deals and travel packages seem like an interesting option, but often the dates don't match up or the deal only lasts for so long.

### Frustrations

1. She doesn't want to go to the most popular tourist destinations, but doesn't know where she wants to go.
2. She has to go to multiple sites to learn about a destination, most travel websites only focus on major beach destinations or large European cities.
3. Travel deals happen so quickly and often times there are too many to choose from.

### Goals

1. Destination suggestions based on duration and desired activities.
2. Learn about atypical (non-stereotypically touristy) destinations
3. See information on why a destination would be desirable, and suggestions on attractions to check out while there.
4. Notifications on travel deals meeting provided criteria.