UX Personas of e commerce

- Name: **Victor**
  Occupation: Chef
  Age/ Gender: 32/ Male
  Quote: "Wine and food. I want to explore new areas with nice hotels and restaurants but I have to do so on a budget.
  Goals: Ensure that nice restaurants, vineyard, and other attractions are within the walking distance
  User Flow: 1) Google searched for "Best hotels near vineyard" 2) Landed on a blog post about hotels know for wine 3) Will go to the Recommended Destination Page.

- Name: **Sarah**
  Occupation: Recent Graduate
  Age/ Gender: 22/ Female
  Quote: "I want to take some time to travel, explore and discover my possibilities"
  Goals: Find multiple outfits for vacation and get them shipped in 5 days.
  User Flow: 1) Clicked ad from twitter 2) Will land on a vacation landing page 3) Will visit the Destination gallery

- Name: **Valerie**
  Occupation: Accountant
  Age/ Gender: 34/ Female
  Quote: "I am interested in booking our traditional annual vacation spot at a good rate"
  Goals: Get a good deal on the family vacation spot
  User Flow: 1) A co-worker recommended checking out the booking service to save on hotel cost 2) Will land on the Homepage 3) Will visit the Hotel Destination Search page