

(Family)

## Julia Mckinney



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Thirty-two year old Julia is married and the mother of two children. She lives with her family in a house and has no pets. She likes to watch soap operas which were recorded earlier in the day, later at night after she has served dinner to her family. Julia adores her children even though they can be a handful sometimes.

Julia works the typical work period and takes the bus/subway to her job. For breakfast, Julia would have a couple of slices of toast with cheese. For lunch she eats a sandwich which she has made earlier in the morning and for dinner she cooks a meal for their family.

She is a middle-class worker who lives on the combined income of her and her husband. Their financial situation is stable, which allows them to travel frequently. Julia enjoys spending time with her children and husband and going on trips with them is a good bonding experience. Due to her travelling with her children she prefers to visit sites which are children friendly such as the local museum or visit famous landmarks and has trouble picking a site, which won't be too crowded.

(Young Traveller - Tourist )

## **Anthony Phillips**



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Anthony Phillips is a forty year old businessman, who makes frequent business trips to meet with clients. Anthony spends 3-4 days in a country, and is looking for quick visits to national landmarks and famous locations before returning back home. Anthony is looking to taste the local cuisine that he may not find in his home country. Anthony would like to take a combination of train/subways and taxis if it is available to him, and prefers to stay in mid-budget hotels or airbnbs.

(Group of friends - Nightlife)

## **Elijah Zabihi**



Twenty-one year old Elijah is a university student who is currently studying Mathematics. He currently lives in the university dorms with his friends and very rarely visits his family back home. He likes to play basketball and to rave to music. Elijah spends a lot of time with his five friends and likes to spend a lot of money on nights out.

Elijah tends to miss his classes as he wakes up very late. He normally eats only one meal a day which is typically a fast food meal. Elijah eats a lot of junk food and doesn't pay attention to his health.

Elijah gets his student loan every 2 months which allows him to spend his money to go out partying. When he is partying he hates not having a dark mode on apps he checks as it hurts his eyes. He also tutors Mathematics which allows him to get extra pocket money. He enjoys doing new things with his mates he constantly gets bored at home.