

(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 and entrepreneur making frequent business trips to meet with clients, or to attend conferences to promote his business and draw investors.

A few of the countries he has visited for his business are Japan, Korea, France, and Belgium. On his usual trips, Anthony likes to book an extra day before the event to get over airsickness, and an extra 3 days after the event to see the sights. Anthony spends a lot of time researching landmarks to see, and places to visit using tripadvisor, reading yelp reviews, or blogs from other travellers.

During the holiday season, Anthony's trips are booked one after the other, and he often finds himself in a country that he has not read up on. He goes onto Google, and searches up the city he's in, finding events that does not appeal to him.

On his trips, Anthony lives on a tight budget. To cut costs, Anthony takes a combination of trains or subways, Anthony avoids high end hotels, and stays 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.