

# User Persona: Amanda Chen

Name: Amanda Chen

Age: 28

Occupation: Fashion Designer

Location: Seattle, WA

## Bio

Amanda is a remote-working fashion designer with a passion for travel. She loves unique cultural experiences—from street food tours in Europe to remote hiking trails in South America. She uses multiple tools (journals, apps) and is looking for a single, fun, visual way to organize her goals.

## Personality Traits

- Curious
- Adventurous
- Organized

## Goals & Motivations

- Visualize and prioritize travel dreams
- Discover fresh travel ideas
- Efficiently plan and track trip progress

## Challenges & Pain Points

- Many ideas scattered across different tools
- Overwhelmed by planning logistics
- Hard to stay motivated or remember why a goal matters

## Digital Behavior

Devices Used: iPhone 15, MacBook Pro, iPad Air

Favorite Apps: Instagram, YouTube, Google Maps, TikTok

## Quote

“I’m not just collecting places—I’m collecting moments I’ll never forget.”

