

BOB

The Business Traveler



45, married with two kids in
Seattle, WA

Director of Sales at Retrofit

\$150,000 annually

MBA,
University of Washington

“Baggage is just another thing to worry about. I’m already thinking about my next client meeting.”

Goals

- Wants a quick, efficient, and streamlined flight experience
 - Just wants to do his work and not worry about logistics
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Concerns

- Worried about long wait times for both checking in and reclaiming bags
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Flying Habits

- Travels twice a month for 2 to 5 days for client visits
- Flies with carry-on only for short trips
- Checks in baggage for longer sales trip if he needs a few more outfits
- Flies business class with Delta Airlines since his company has a corporate discount with them
- Has TSA Pre-check, Nexus, and Global Entry to speed up check-in and boarding
- Goes on 1 to 2 vacations in the summer with his family

STACY

The Casual Flier



27, lives with boyfriend in
Portland, OR

Business Analyst at Nike

\$50,000 annually

BA in Economics,
University of Oregon

"I fly back home on holidays because I love spending time with my family."

Goals

- Stay connected with family despite distance
 - Explore new places with her boyfriend
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Concerns

- Losing bags
 - Having bags stolen
 - Navigating airport and getting lost
-

Flying Habits

- Flies 2 to 5 times a year
- Mostly travels back home to Minneapolis, MN to visit her family on holidays
- Takes occasional trips with her boyfriend for vacation
- Flies economy
- No airline loyalty, just picks the cheapest flight
- Always checks in bags because they either contain gifts for family members back home or shopping and souvenirs
- Wants to fly more but is limited by number of vacation days and paying off student loans

LINDSAY

The Frequent Flier



30, single and lives in
Bellevue, WA

PM at Microsoft

\$100,000 annually

BAS in Computer Science,
University of Reno

"I love flying because it's so convenient and lets me stay connected to everyone I know."

Goals

- Stay connected with family
 - Keep up with friends
 - Enjoy life to the absolute fullest
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Concerns

- Losing valuable items from trips
 - Missing important milestones or significant events
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Flying Habits

- Flies 30+ times a year
- Travels for friends' weddings, graduations, newborn babies, and other significant life events
- Occasional flights for business trips
- Flies Alaskan Airlines and has MVP status which comes with a lot of perks that she takes for granted
- Always checks in luggage because it's free for her
- Only carries a purse in cabin because she doesn't like managing carry-on bags
- Loves shopping and brings back lots of items from trips