LINDSEY BAIR

PROFILE

Lindsey grew up wanting to travel. She started an Instagram page that documented her family vacations, but it wasn't very successful. She gave up on her dreams of being a social media influencer and majored in Data Analytics at the University of Vermont. She landed a job with Delta as a Data analyst. She now processes data both ways through third party ticket sellers. She gives the flight booker website flight info and collects statistics of the bookings for Delta.

CONTACT

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HOBBIES

Travel
Cooking
Hiking

PROFILE

Gender: Female
Age: 42
Occupation: Data Analytics-Delta.
Location: Charleston, SC

Frequency
Lindsey monitors the uploading of flight information to the flight booker website.
Lindsey uses this app daily and logs in to correct mistakes when the wrong times are sent by the airlines, or when flights are delayed or cancelled.

Goals
Ensure correct sending of data to the website from her airline.
View flight booking data such as popular destinations, average flights per day, and most popular booking times.

Needs
Confirmation that data has been received.
A portal to stream data from her airline database to the flight booker website.
Method of payment so her airline gets paid through the website by the customer.
Method to view when, to where, and how often flights are booked.

SCENARIO

Delta makes a new route from Charleston International to Atlanta International. Lindsey adds this route to the database of flights that the flight booker app uses to offer ticket sales.

Delta books a record 30 million flights over Christmas. 3 million of these flights are through our flight booker app. Lindsey receives payment for the tickets and processes them. Lindsey monitors the transfer of funds from the flight booker website to Delta's account.

Lindsey wants to see what flights are the most popular so Delta can expand service on these flights and reduce the number of unprofitable flights. She goes online and sees the number of flights between each airport and when the most popular flying times are.