



PROFILE

Bradley is a student at the University of South Carolina. He is studying Computer Science and is a Junior. He is from Old Greenwich, CT. He played soccer and tennis in high school and came to South Carolina to escape the cold climate and snow of the Northeast. He is a diehard Buffalo Bills fan and goes to several games a year.

Bradley flies frequently. He flies back and forth between Columbia and Old Greenwich. He also is planning on going abroad this year and will be flying to Liverpool for his semester abroad. Bradley is not experienced at traveling and looking for a better way of booking flights and travelling.

CONTACT

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HOBBIES

NFL Fan
Sailing enthusiast
Cook
Avid reader

BRADLEY GREENE

DEMOGRAPHICS

Gender: Male
Age: 20
Occupation: Student
Location: Columbia SC

WORK EXPERIENCE

Frequency

Flies home 1-2 times per semester, short term routine flights. Occasional long distance flights for vacations, trips abroad, where he needs reliable flights to his school abroad.

Goals

Travel back and forth between home and school.
Take trips abroad.
Book flights with fellow students or family.
Get good deals on flights.

Needs

Easy UI to book flights.
Be able to pay online securely.
Be able to book flights with family members so they can take flights together.
Compare flight for the best times and deals.

SCENARIOS

Bradley wants to fly home for string break. Bradley logs into his account on the Flight Booker website and searches for flights on the day of his departure. Bradley selects a flight at the time he wants. He selects business class to save money. His ticket code is sent to his phone and he relaxes knowing he has a way to go see his family.

Bradley is going abroad for spring semester. Bradley needs to book flights for his trip. He wants to book flights for multiple days at once, one flight there and one flight home. Unfortunately, his trip is cancelled due to COVID, so he needs to refund his flights because he is no longer taking his trip.

Bradley and his family are going on vacation. Bradley and his parents and sister all want to travel to Texas on the same flight, so Bradley buys four tickets on the same plane. He books round trip tickets so he can fly there and home.