User Persona: Lena Peters



Age: 30 Gender: Female Occupation: HR

Bio

Lena is a 30 year old German female.

Her office job allows her a stable income and a flexible holiday schedule.

She likes traveling and tries to go on serval trips a year. Therefore she is always looking out for great inspiration and the best deals. When possible she will take her partner or best friend along.

For special events or festivities she will join a group of friends to enjoy the short break together.

Quote

"Having a fun active break from the busy office life is the perfect way to free my mind."

Goals

- travel often
- find suitable deals and inspiration
- enjoy her time away with others or alone
- take part in activities on trips

Pain points and frustrations

- struggles to get search results cut to her needs
- needs a lot of time to explore multiple platforms
- prices change all the time I have to be super quick, miss out on good offers and sometimes even can't complete the booking as the offer expires or sells out during the booking process
- no combi deals with flight and accommodation other than hotel

Motivations

- breaking the daily life pattern
- reset and recover from work
- discover something new, experience other countries, cultures, foods