

Family Vacation Francine



Demographics:

Female

Age 43

Married

Two teenage children

Stay-at-Home Mother

Lives in Boston, MA

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User Motivation:

- Always in search of a good value. She feels responsible for making good decisions with the family's money.
- Family vacations are important to her. She tries to do them once every couple of years. They have moderate disposable income, and she wants to use

some of it to create lasting memories for her family.

- Likes to plan ahead and research information to help make her family's vacation as seamless and memorable as possible.
- She likes having multiple options for travel. She gets a lot of satisfaction in determining the best way to plan out a vacation for her family.
- Believes in the importance of exposing her children to other cultures and activities.
- Her ideal vacation is a mix of relaxing at the beach, experiencing the local attractions, and spending time outdoors.

Interactions with Tourism Sites:

- Visits websites during the day - researching questions about safety, activities, tips for traveling, etc.
- Browses articles on phone while waiting for coffee
- Reads articles in travel magazines

Tourism Site Must:

- Help answer her questions about what her vacation will look like
- Prove that it's a good value
- Provide a wide variety of activities

Tourism Site Must Never:

- Make her feel like it's an unsafe option
- Make her worry about the cost