**Assignment 1**

**Persona**

**Name:** Sai Krishna Gupta

**Location:** Hamilton, Ontario, Canada

**Age:** 46

**Gender:** Male

**Bio:**

Krishna is a seasoned traveler with a passion for exploring new destinations and experiencing different cultures. He works as a marketing manager for the tech company, which allows him to indulge in his love for travel during his vacations. Krishna believes that life is all about collecting memories, not things, and he is always on the lookout for his next adventure e is tech savvy organized and values convenience when planning his trips.

**Purpose of Visit to the Website:**

Krishna visits the PY Airlines website to plan his upcoming vacation to Europe. He is looking for convenient flight options, schedules, and prices for his trip to Paris. He values user friendly websites that make it easy for him to search for flights, choose his preferences, and book his tickets online. He's also interested in checking his flight status and exploring any special offers or discounts.

**Interests:**

***Travelling:*** Krishna loves exploring new places, trying local cuisine, and immersing himself in different cultures. He’s an avid hiker and enjoys outdoor adventures like hiking, biking, and exploring nature.

***Technology and Food Lover:*** Krishna keeps up to date with the latest tech trends and prefers websites that are user-friendly and responsive. Krishna is a foodie who enjoys trying new dishes and experiencing local flavors.

**Travel History:**

Krishna has traveled to various countries in North America, Asia, and South America. He has experience in planning both solo and group trips.

**Budget and Travel Companions:**

While he values convenience Krishna is always budget conscious. He looks for competitive prices and special deals when booking flights and accommodations. On this trip, Krishna will be traveling with his wife, Gurleen, who shares his passion for travel. They often plan their vacations together.

**Travel Accessories:**

He often invests in high quality travel accessories such as luggage, travel adapters, and noise canceling headphones to enhance his travel experience.

These original aspects provide a more detailed picture of Krishna’s travel habits and preferences.