

Frequent Traveler Proto-Persona



Customer Snapshot

Age: 62

Location:
Lives in Grand Ledge, MI

Life stage:
Widowed with 3 adult children and 5 grandchildren

Job:
Retired software developer

- Hobbies:**
- Travels frequently (domestic and international)
 - Travels to see family
 - Travels for solo adventure
 - Dedicated IT volunteer (average 20hrs/week)
 - Loves his dog, CHAMP

- Key Characteristics:**
- Tech savvy
 - Generous and giving
 - Avid traveler
 - Enjoys adventures
 - Values family

Motivators

Low Stress, Easy to Use:

Jack is busy in his retirement and has a low tolerance for frustration with technology. Typically he books hotel and travel arrangements on a website versus an app because it can be hard to read the screen and navigate information overload.

But he does frequently utilize mobile apps. His primary goal is to book hotel arrangements for upcoming travel in a mobile app with ease and without having to use his laptop.

Needs

- **READABILITY**
Jack wants the ease and simplicity of booking a hotel on a mobile app but has yet to find a good app that provides all the features he requires for a travel app
- Ability to see all key information at a glance
- **EASE OF SEARCH / SORT**
Jack wants a high degree on control over his search
- **AUTO-MAP LOCATION DETAILS**
Jack requires seeing hotel properties on a map

Behaviors

- Books 4-6 tips on average to visit family and have a solo adventure (bucket list)
- Sorts search results by important terms