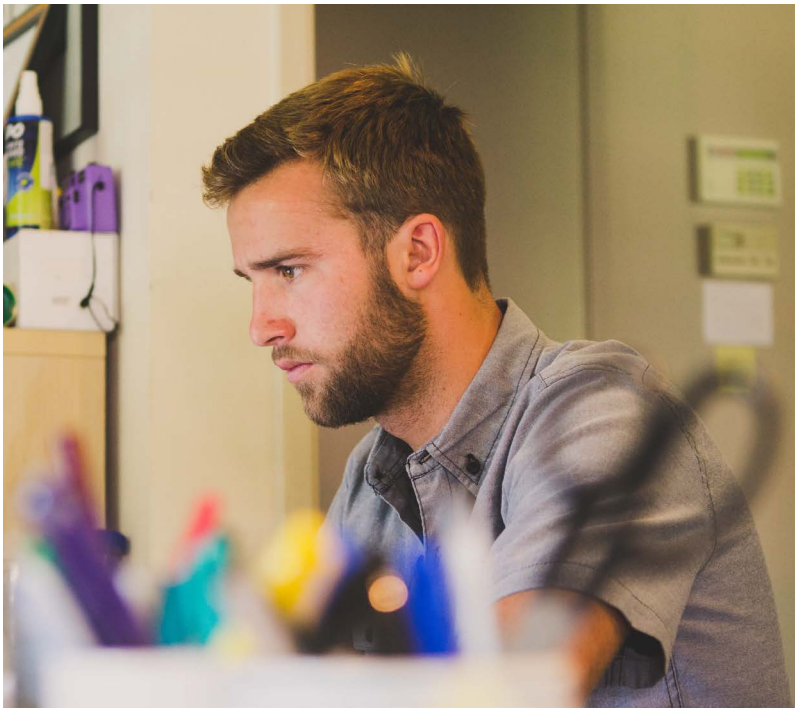


ROGER PAULSON

AGE 32
OCCUPATION Business Professional
STATUS Single
LOCATION San Francisco, CA
FAMILY SIZE 1
ARCHETYPE The Adventurer

Independent Tasteful Resourceful



“I want an easy way to find local hotspots in the cities I visit, but I also want to know what spots to avoid so I don’t waste my time.”

MOTIVATIONS FOR TRAVELLING



GOALS

- Find local, highly rated attractions
- Travel efficiently, with ‘no hiccups’
- Avoid ‘touristy’ areas

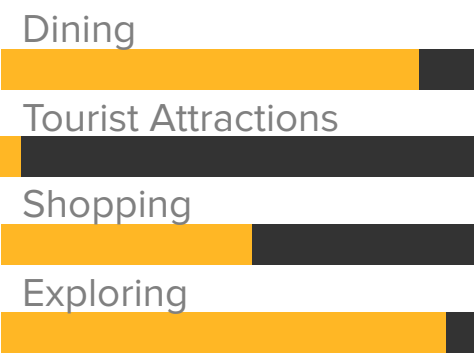
FRUSTRATIONS

- Unpredictable travel circumstances
- Wasting time visiting disappointing attractions
- Unreliable navigation systems

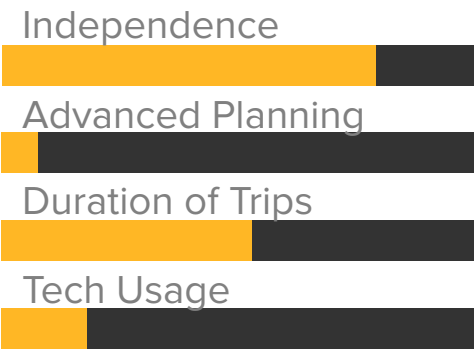
BIO

Roger primarily travels for business, though the amount of travelling he does for work can fluctuate. When he does travel for leisure, he usually travels abroad for weeks at a time, but when he travels domestically the trips are shorter. When he travels for business he is usually alone but when he travels for leisure he usually has company. He makes his travel plans independently and doesn’t focus too much on details. He has a strong aversion to ‘touristy’ travel destinations and goes out of his way to avoid tourist traps. Because of this, he prefers to rely on friends’ advice and recommendations when possible. He seeks out local, highly rated attractions and uses alternative travel guides to find them.

TRAVEL INTERESTS



TRAVEL HABITS



FAVORITE RESOURCES

- Alternative guidebooks
 - +Luxe Guides
- Friends/family
- Walking around

CHRIS FRANKLIN

AGE 40

OCCUPATION Professional Businessman

STATUS Married

LOCATION San Francisco, CA

FAMILY SIZE 3 (Wife and daughter)

ARCHETYPE The Relaxed Dad

Frugal

Laid Back

Resourceful



“Vacation means unwinding from the daily grind and spending time with the most important people in my life.”

MOTIVATIONS FOR TRAVELLING



GOALS

- Find family friendly attractions
- Make travel as affordable as possible
- ‘Unplug’ from technology

FRUSTRATIONS

- Filtering out current events he’s interested in
- Can’t always rely on local advice
- Struggles to find useful insights into local dining

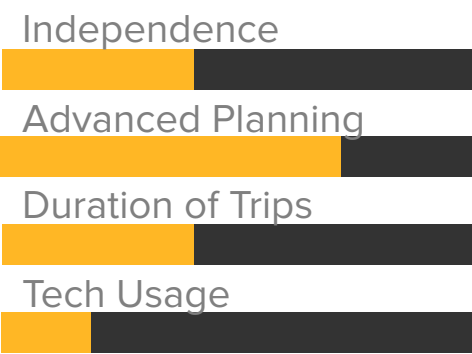
BIO

Chris is married with a young daughter. He occasionally travels for business and leisure, but because of his young daughter he has not travelled much recently. Now that he has a daughter he is more price-conscious, and takes advantage of travel deals when he does travel. He makes use of local guide books when travelling, and is very conscious of whether or not certain activities are ‘family friendly’. He prefers a more relaxed, unplanned vacation where socializing is the priority. This means he typically makes a general plan for what activities and places he’d like to do and see, but avoids using technology while on vacation. He uses paper guidance, like maps and guidebooks, while travelling.

TRAVEL INTERESTS

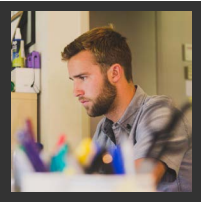


TRAVEL HABITS

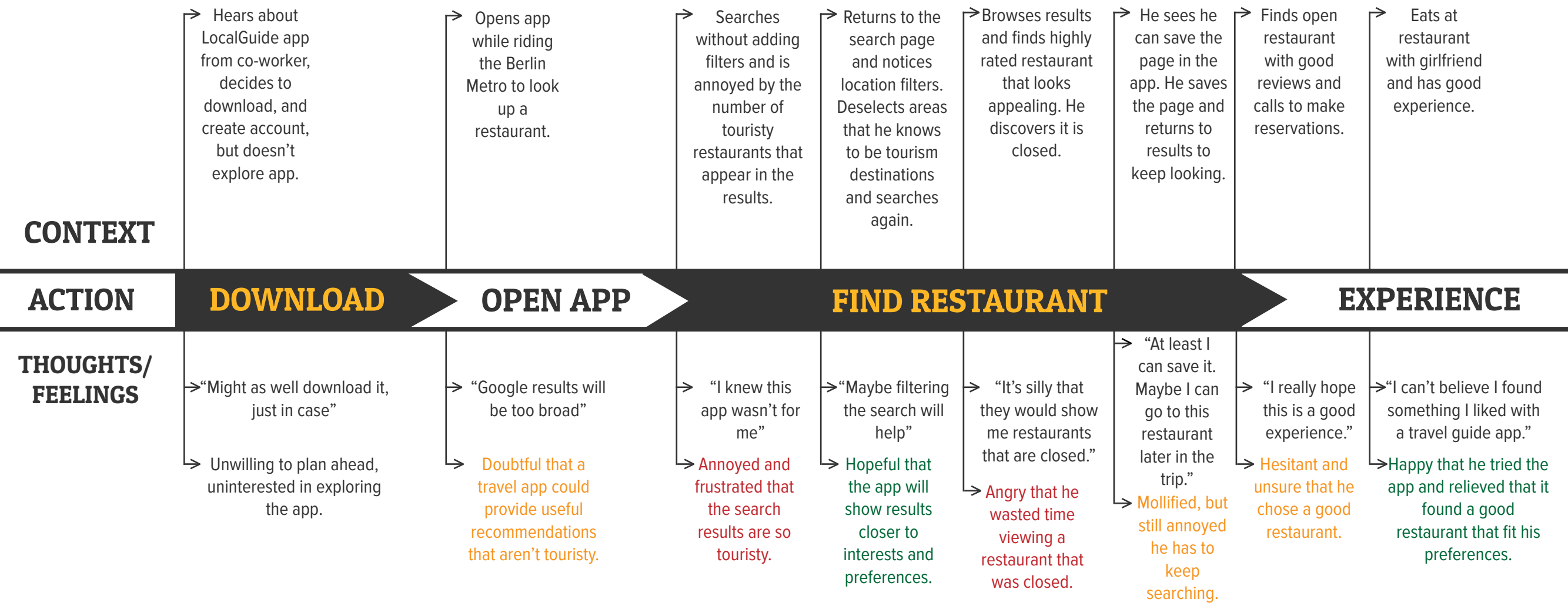


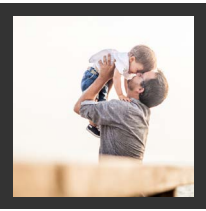
FAVORITE RESOURCES

- Google Maps
- Time Out guides
- Local guide books
- Rough Guide
- AAA guidebooks



Roger Paulson is a finance analyst in his early thirties. He is travelling with his girlfriend in Berlin and would like a way to find highly rated local attractions—primarily restaurants—that aren't very touristy. Though he prefers to wander and explore when he travels, Roger also wants a reliable navigation system in case he gets lost. He doesn't plan much and needs to navigate and find attractions on-the-go.





Chris Franklin is a tech professional and busy dad in his early 40s. For his upcoming wedding anniversary, he is surprising his wife and daughter with a trip to Hawaii to “unplug” from work and everyday obligations. Due to increased childcare expenses, Chris needs to re-evaluate his steps for planning a trip. He concludes that all activities must be family-friendly, price-conscious, and near the resort where they are staying.

