



FIONA
The Frequent Flier

MOTIVATION:

- To make traveling for work as convenient as possible
- To have the best experience possible while traveling for work

GOALS:

- Get frequent flyer miles
- Use FF to upgrade to business class
- Find a flight that fits her schedule

NEEDS:

- To be on schedule
- To make it to her meetings
- To stay connected during the flight (wifi)

PAINS:

- No wifi
- Limited direct flight options
- Lengthy flights with layovers



BETHANY
The Budget Conscious

MOTIVATION:

- To get where he's going without spending a fortune

GOALS:

- To find the cheapest flight for her needs

NEEDS:

- To be able to sort flights by price
- To know the cost of everything up front

PAINS:

- Has a limited budget
- Paying extra for luggage, food, leg room, etc.
- Cheap flights are usually longer with multiple stops



NORM
The Novice

MOTIVATION:

- Finding an easier way to book flights, rather than calling a travel agent

GOALS:

- To book a flight online

NEEDS:

- To be able to find a flight easily

PAINS:

- Feeling overwhelmed, confused, or dumb
- Doesn't know how to filter by cost, duration, etc.
- Not Tech-savvy

THINKING & FEELING

I really miss my nieces

how much is one suitcase going to cost me?

I hope I can book a window seat

I wonder what the weather is like in Michigan? (her destination)

Feeling a little anxious

HEARING

Her sister asking if she can make it home for her niece's birthday

Co-workers talking about a terrible flight they just experienced

Her boss asking who will cover her task while she's out

Co-worker recommends a new travel website to try



Bethany Thomas, 34, single, IT project Manager

SEEING

Images of luxurious first class cabins

Frequent Flyer miles account balance

Seat selection matrix

Pictures of her nieces on her phone

The weather forecast for her destination online

DOING

Asks her boss to take time off

Asks her neighbor to feed her cat while she's gone

Scrolling through flight options on her lunch break

compares two flights on her phone on her way home from work

books the best deal she can find with the dates she needs

PAINS

Asking her boss for time off

Not finding the right itinerary for her budget

having to pay extra for luggage, food, seat selection

anticipated frustrations: delays, turbulence, long lines, etc.

GAINS

Getting to see her nieces and family

Getting some much needed time away from work

Frequent Flyer Miles

saving money by comparing options

BETHANY THOMAS



Age 34, Single, IT project Manager,

This is Bethany. She works as an IT Project manager in downtown Chicago, IL. She likes her job, but it can be stressful and a lot of hours. She only gets 10 vacation days a year so she must use them wisely. She loves to travel, sometimes to exotic locales. Her family lives several hours away in Michigan, so she also travels by plane to see them as often as she can. She has two young nieces that are growing up way too fast.

She doesn't like to spend a ton of money on airfare but she is occasionally willing to pay a little more for certain things like a direct flight, extra leg room and checked luggage. She doesn't have a favorite airline, but usually chooses the cheapest flight she can find that also meets her other needs. She feels like airlines are providing less and less amenities to their customers.

"It would be nice to be able to move your feet when flying. I feel like every time I fly there is less and less foot room." She likes to know what to expect on board.

She doesn't like unpleasant surprises such as bad service, bad food, no entertainment and even worse, lost luggage.

She searches for flights using typical travel search sites such as Momondo, Kayak, etc. She is very busy at work, so she searches for flights however she can, including on her phone on her daily train commute, or at her desk at work over her lunch break. It typically takes her a day or two and many (frequently interrupted) search sessions to find the right flight.

"I don't expect luxury, but some basic amenities would be nice"

MOTIVATION:

- loneliness
- stress
- fear of missing out

GOALS:

- To get to her destination on the most efficient and affordable flight possible
- To know what's going on with her flight, for example flight status, delays, wait times, etc.
- To have more control over things like check-in, customs clearance, and checked luggage
- To have basic amenities on her flight

NEEDS:

- To be able to find a flight she can afford
- To feel confident that she got the best deal available
- To feel safe/secure when traveling
- To feel comfortable while on the plane
- To be able to find important flight information before she books the flight

PAINS:

- Limited time off from work
- Limited budget
- Lack of amenities on affordable flights
- hidden charges

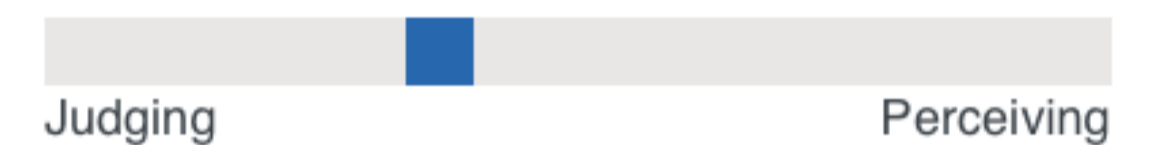
BRAND AFFILIATIONS



TECH KNOWLEDGE



PERSONALITY



MOTIVATIONS

