

Personas for
Destination platform

USER PERSONAS

BY: YINKAOSIDEIN

KAMARA JONES

The Knowledge seeking
traveler



Demographics: Generation X Professional, Urban Dweller

Bio:

- 42 years and lives in Mississauga, ON
- He's married to Glenda a City Worker in Toronto ON. They have two children (Kala 15 years old and Joshua 13 years)
- He earns \$100,000 per year as Senior Manager in Financial services company
- Holds a BSc degree in Statistics from University of McMaster

Needs: He is thirsty for knowledge about new places in the world. He needs to be prepared for places he's visiting and things he'll do with his family when he gets there.

Motivations: He enjoys annual vacations with his wife and two children in different types of destination. As his children are getting older, he prefers destinations where they can learn new culture and understand other people's way of life. He's highly motivated to let his children explore more about the world so that they have a wider perspective in life. He believes they can become more rounded in life from these types of learnings.

Pull quote: *The best legacy for my children is to imprint in them the spirit of adventurism.*

Personality/ behavioural indicators: His travel experience begins online as he begins searching for travel destinations 6 months ahead of planned visit. With his wife, they shop for travel package options, best flight deals and undiscovered and exciting destinations.

He uses the internet every day and comfortable with technology.

Location and context of use:

To get in-depth information on cultural events, music events and history of destinations before deciding. He also always wants to track his travel itineraries on his mobile device.

JANET McDONALD

The Travel Diarist



Demographics: Millennial, Health Care Worker

Bio:

- 35 years old Health Care Worker earning \$70,000 per year
- Lives with her husband in Oshawa.
- Her husband is a Small Business Manager with a local bank in Oshawa.

Needs: She needs access to in-depth information about cultural and historical destinations to learn more before deciding. Getting information in advance is important to fully understand the experience to expect and knowledge of the people and their way of doing things.

Motivations: To avoid time-consuming research from the usual travel sites she prefers authentic stories from locals in the destination. She believes unique content like this will help her put together more enriching narratives for her journal. Any travel platform that focuses on in-destination experience is very appealing to her.

Pull quote: *A destination is not just a place, but rather a new way of seeing, living, and experiencing things.*

Personality/ behavioural indicators: She enjoys exercising regularly and keeping a journal of her life. Overall, very comfortable interacting with technology.

Goals: To write a blog telling stories about interesting and unique places she's visited and share with colleagues, friends, and relatives.

Location and context of use: When searching online for places to visit her focus is on what to experience at the destination. The type of content that will help her include:

- Head-to-head comparisons of destinations with similar features.
- Some knowledge of how people do things in her planned destination.
- Profiles of cultural places and details of key events in her target destination.

JAMES TAYLOR

The Young Adventurer



Demographics: Millennial, Urban dweller

Bio:

- 28-year-old construction worker in the Oil industry
- He's single and lives in Calgary working on the field away from home
- Has a diploma in Construction Engineering Technology

Needs: He spends some vacation time with his friends especially during the summer period. They travel in groups of 4 – 5 and seek places for adventure and that is less family oriented. He needs to know the estimate for trips to know if it fits his budget and begin saving if necessary.

Motivations: To have quick and easy access to information about his vacation destination so he can make decision. He spends a lot of time working away from home and outside so don't have enough time researching online for travel deals.

Pull quote: *Traveling makes me see that I only occupy a tiny fraction of the world*

Personality/ behavioural indicators: He spends time on social media to communicate with his friends and to plan social outings or places to visit. Overall, he's very comfortable interacting with technology and using the internet for research.

Goals:

- To enjoy adventurous time with friends in unconventional destinations.
- To have the freedom and opportunity to explore the world before he starts having a family.

Location and context of use: He searches for travel destinations and options primarily through his mobile phone. Given the nature of his job, this is the only available option since no easy access to laptop or PC.