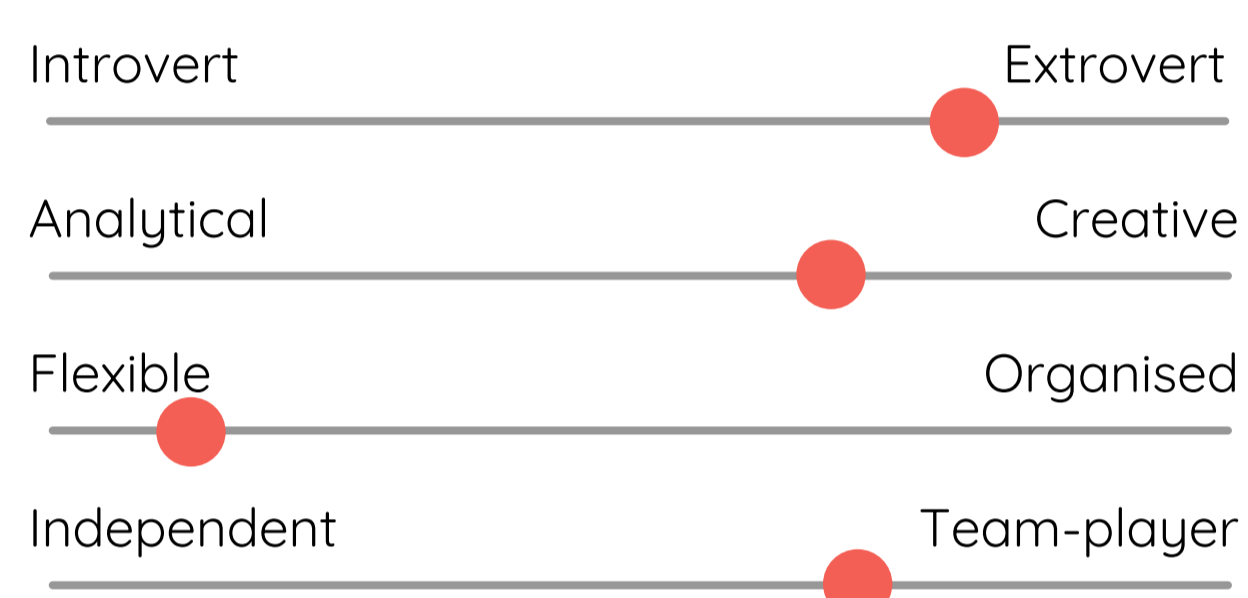


4. user personas



Age: 27

Occupation: student, freelancer



social	handy
curious	spontaneous

Maya

About

She is social and outgoing, works remotely & believes in lifelong learning. She uses phone on the go, but prefers simplicity and practicality over being brand endorser.

She adapts to trends easily and chooses the most convenient option.

Goals

Use free time for travelling and exploring urban destinations. Meetup with new people and experiment with random activities.

Pain points

Lack of free time and budget to focus on detailed trip organisation.

Wants to do too many things at once, but lacks focus & interest for in-depth preparation.

Avoids technological innovations with steep learning curve; does not want technology to get in the way of spontaneous exploration.

Needs

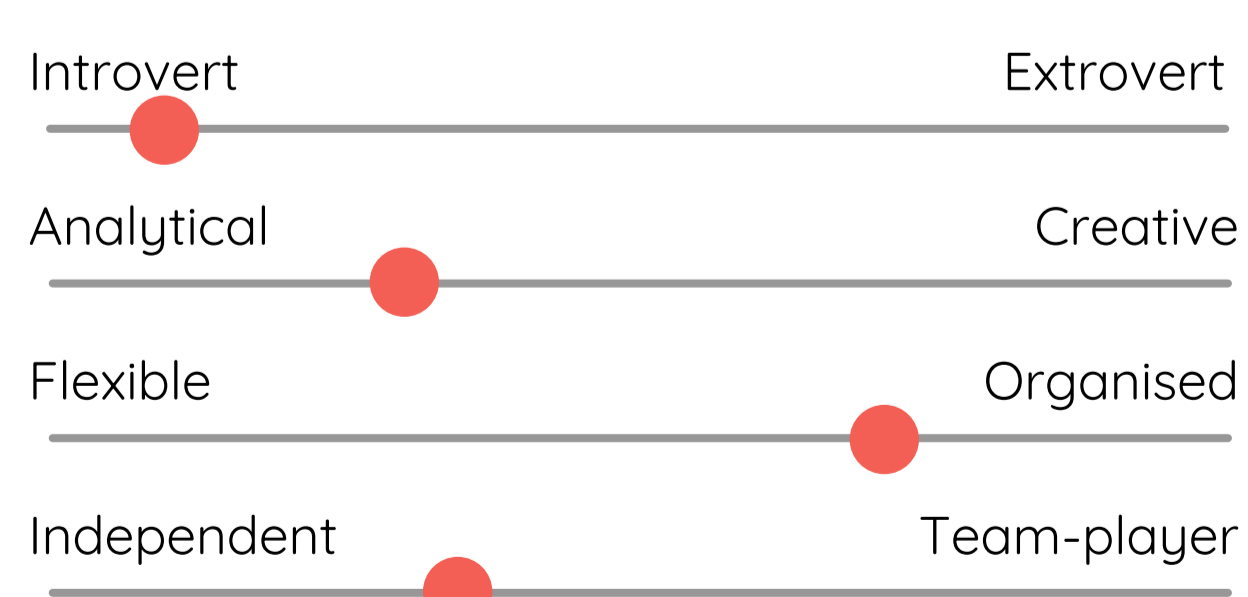
Help in trip organisation and data management.

Easy-to-use application with not too many options and familiar user interface.



Age: 40

Occupation: product manager



introvert	family-oriented
analytical	focused

Sven

About

He is a career-changer and family man. Highly focused and goal-oriented. His introverted nature is combined with determination to make best use of technology to achieve work goals. Analytical and practical, focuses on optimal use of time and results.

Goals

He wants to use his time and resources in the most optimal way to achieve daily tasks.

As a family man, goal is to use technology to increase quality time with family. Being task-focused, his path to problem solution is through quantification of problem statement and measurable result outcome.

Pain points

Always in rush with time both at home and at work.

Finds it hard to relax even when travelling due to parental demands.

Does not have time for extensive research of quick and simple solution to task management.

Needs

Needs a simple application with approachable user experience to reduce planning stress.

Needs an outlet for stress that gives him ability to experience different ways of relaxing and exploring his surroundings.