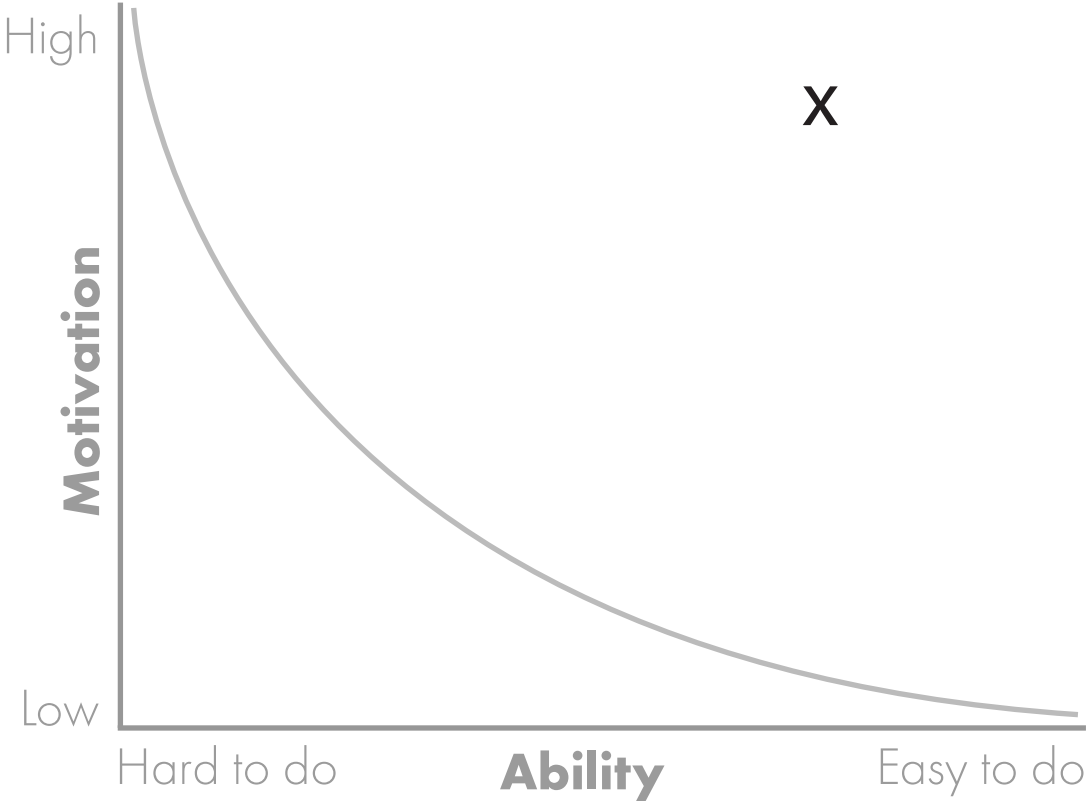


First impressions

PROFILE PHOTO 	NAME Ryan Lopano QUOTES "I'm looking for a place in Costa Rica to hold me and my friends for Spring Break. We need it to be relatively cheap because we're all in college."	ROLE Graphic Designer DEMOGRAPHICS Age: 21 Sex: Male Education: College Student Location: Long Island, NY
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Motivation & Behaviour

GOALS What does the user want to achieve Find affordable places to stay Be able to compare locations and prices Find a place that fits a group of 13 people Something that is easy to book	JOURNEY How does the user currently solve this problem? Ryan and his friends are trying to book a trip to Costa Rica. He goes to Airbnb to see different places that they can stay for the week. He cares about location, price, and what the house has to offer.
MOTIVATION VS ABILITY 	MOTIVATING FACTORS Wanting to travel for Spring Break INHIBITING FACTORS Hard to book for large group POSSIBLE TRIGGERS Past traveling experiences

Influencers

INFLUENCER 1	INFLUENCER 2	INFLUENCER 3
Quote or insight Friends -What sites to use -How much money they can spend -Who's going (dictates the size of the Airbnb)	Quote or insight Reviews -"2 families of 6 each had an awesome time at hilltop house." -"This is a great property able to accommodate a lot of people and just a short walk to the beach. We rented a couple golf carts and stayed for a month."	Quote or insight Social Media -"Best places to stay in Costa Rica" -"Best activities to do" -"What to avoid"

Environment

CONTEXT 1 Device, think, feel, hear, see At home	CONTEXT 2 Device, think, feel, hear, see With friends	CONTEXT 3 Device, think, feel, hear, see On the phone
Researching different places on Airbnb	Talking to my friends about the different options we have	Comparing and contrasting different locations and places

Persona Family

RELATED PERSONAS

Which other personas are related to this one?

- Budget Traveler
- Group Traveler
- Student Traveler

PERSONA MATRIX

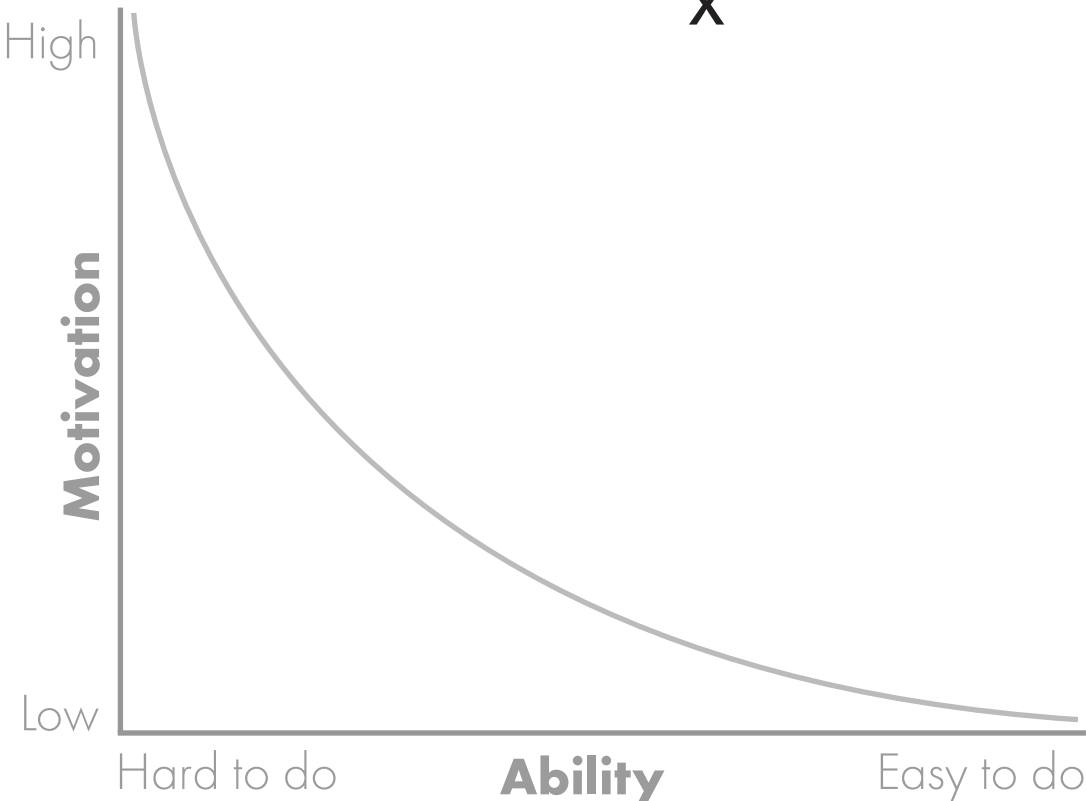
How does this Persona fit, in the context of other Personas

	Budget Travelers	Group Travelers
Budget Travelers	Ryan Lopano Student Travelers	
Group Travelers		

First impressions

PROFILE PHOTO 	NAME Sarah McDermott QUOTES "It's my husband and I's six year anniversary. I am looking for a place that we can get away and stay for the weekend"	ROLE Marketing Specialist DEMOGRAPHICS Age: 32 Sex: Female Education: College Diploma Location: Boston, MA
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Motivation & Behaviour

GOALS What does the user want to achieve Find a luxurious place to stay Be able to compare options Something that is easy to book with a quick turnaround	JOURNEY How does the user currently solve this problem? Sarah and her husband Dave have been together for six years and they are looking to get away. Sarah wants to surprises Dave with something particularly special because Dave went above and beyond their last anniversary. She is looking on Airbnb for different places that they can go for a weekend getaway.
MOTIVATION VS ABILITY High Low Motivation Hard to do Ability Easy to do X 	MOTIVATING FACTORS Wanting to travel for anniversary INHIBITING FACTORS Hard to pick with so many options POSSIBLE TRIGGERS Stress from traveling

Influencers

INFLUENCER 1 Quote or insight Friends -Places they’ve been that they have liked/didn’t -Experiences using Airbnb -Their traveling experiences	INFLUENCER 2 Quote or insight Reviews -“We had an amazing time. It was the perfect getaway for us. It’s a beautiful home and location. We appreciated the timber framing and all the decor to the beach. We rented a couple golf carts and stayed for a month.”	INFLUENCER 3 Quote or insight Social Media -“Romantic places to go” -“Best activities to do in _” -“Where to go for date weekend”
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Environment

CONTEXT 1 Device, think, feel, hear, see At home	CONTEXT 2 Device, think, feel, hear, see With friends	CONTEXT 3 Device, think, feel, hear, see On the phone
Looking for different places on Airbnb	Talking with her friends about what they like	Comparing and contrasting different locations and places

Persona Family

RELATED PERSONAS Which other personas are related to this one? Traveler Vloggers Partner Traveler Romantic Traveler	PERSONA MATRIX How does this Persona fit, in the context of other Personas Sarah Partner Traveler Romantic Traveler Traveler Vloggers
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