

James

About

James is a restaurant manager for a popular dining spot in Dallas. He's been engaged to Jessica for two years and loves traveling with her to places she typically chooses. He is laid back and likes his trips to be not very busy but also have a bit of adventure to them.

Needs

Help planing traveling with friends, enjoys having a male buddy with him on trips

Help communicate that he has a max budget for traveling

Express a couple of his travel preferences but mainly just wants to go with the flow

Data

Age: 31
Job: Restaurant Mgr
Income: \$60,000
Status: Engaged
Location: Dallas, TX
Allergies: Milk
Phobia: Heights
Personality: Extrovert

Frustrations

Wants to travel with friends but has a hard time discussing budget

Trying to decide what to do in the place he is visiting

Trying to figure out which experiences when traveling are actually fun



Jessica

About

Jessica is a senior account manager at a major Dallas marketing company. She's been engaged to James for two years and loves traveling with him to other countries. She is really outgoing, a planner, and very safety conscious. She really enjoys drinking local wines and posting on Instagram.

Needs

Help planning trips with friends, loves having girlfriend with her on trips

To know her friends' budgets so she can plan a trip for everyone

Make sure the trip is planned well, fun, and very safe

Data

Age: 32
Job: Sr Account Mgr
Income: \$85,000
Status: Engaged
Location: Dallas, TX
Allergies: Shellfish
Phobia: Heights
Personality: Extrovert

Frustrations

Wants to travel with friends but has a hard time discussing budget

Trying to decide what to do in the place he is visiting

Trying to figure out which experiences when traveling are actually fun



Bachelor Degree



iPhone 8 Plus



No Computer



Kia Stinger



Condo Rental



Masters Degree



iPhone X



Apple MacBook Pro



Infiniti Q70



Condo Rental

Alli

About

Alli is a nurse for a hospital in Dallas. She's been dating Ian for four years and loves traveling with him to exotic places once a year. She's really into seeing the highlights and also authentic experiences. She's big on bringing back souvenirs from every place she visits.

Needs

To know what are some of the authentic experiences she can have in each place she visits.

She's bit a foodie and wants know great dining spots.

Help on figuring out what when her, Ian and her friends are all available for a trip

Data

Age: 28
Job: Nurse
Income: \$60,000
Status: Seriously Dating
Location: Addison, TX
Allergies: Certain soaps
Phobia: Underwater
Personality: Extrovert

Frustrations

Wants to travel more with friends but syncing schedules is so difficult

Doesn't know what everyone else would like to do on the trip.

Sick of going on cliché tours and wants to experience something deeper.



Ian

About

Ian is a Graphic Designer at a small Dallas agency. He's been dating Alli for four years and looks forward to their yearly trips. Though he is introverted he likes high adrenaline activities and visiting ancient sites. He sees himself as an amateur photographer.

Needs

Finding fun local things to do that don't involve large crowds.

Know which places are great for taking unique photos at.

Helps planning trips with friends, not a very good planner.

Data

Age: 32
Job: Graphic Designer
Income: \$65,000
Status: Seriously Dating
Location: Addison, TX
Allergies: None
Phobia: Big Crowds
Personality: Introvert

Frustrations

Going back home without experience a sense of the history of a place he visited

Can't really plan a head months away because he feels so busy.

Wants to travel with friends but also wants to make sure he gets to do what he enjoys



Bachelor Degree



iPhone XS



No Computer



Nissa Rogue



House Mortgage



Bachelor Degree



iPhone 8



Apple MacBook Pro



Toyota Carolla



House Mortgage