

Travel App

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User Personas

User Personas?



User personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

How Are users Personas Created?



Users personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers – both “good” and “bad” – prospects, and those outside of your contact database who might align with your target audience. You’ll collect data that is both qualitative and quantitative to paint a picture of who your ideal customer is, what they value, and how your solution fits into their daily lives.

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Complete users

Personas



Joshna Singal

BACKGROUND:

- Admin Resources
- Worked at the same company for 2 yrs; worked her way up from Admin Sr. Executive
- Married with 2 children (10 and 8)

DEMOGRAPHICS:

- Female
- Age 30-45
- Monthly Income: INR 20,000 (Low)
- Suburban

IDENTIFIERS:

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed

GOALS:

- Keep employees happy and turnover low
- Provide admin & sales support to all department of different location

CHALLENGES:

- Travel in different office location for sales pitching & admin vendors for service
- Rolling out changes to the entire company with ease & quick turnaround

HOW WE HELP:

- Provide easy solution travel plan
- Provide quick Travel information for all future & admin engagement



Christina Pollock

BACKGROUND:

- **Age:** 22
- **Gender:** female
- **Occupation :** Student
- **Area of Residence :** Living With parents
- **Home Life:** Three Younger Teenage Brother
- **Hobbies & recreation :** Dance , socializing , fashion design

PERSONAL:

- Health Conscious and Active
- Sportswear Fashion Style
- Money Conscious
- Tech Savvy

GOALS:

- Being a fashion designer
- Socializing for New Friends
- Save money for travel new places

CHALLENGES:

- A big chunks of family paycheck goes to her students loan
- Chase for online & mobile Travel app for cheap tickets

HOW WE HELP:

- Refer friend for earn points
- Win Promotional & low price tickets for tour
- Get freebies discount coupons when book tickets