

## Ken "Humanistic Practitioner"

"I want to be able to book travel once and be done with it in the shortest amount of time so I can focus on my job."

**User Profile:** Ken travels across the country to work with his clients onsite on a weekly basis. Time is of the utmost importance to him and he firmly believes that current system used to book travel is not streamlined or user focused. User centered design is at the very core of Ken's value system and this principle is seriously lacking as things stand.

### Demographic

- Senior Designer
- Burbank, CA
- 42 years old
- Caucasian American
- Single Male
- MA Information Architecture
- Has two dogs

### Time Consumption

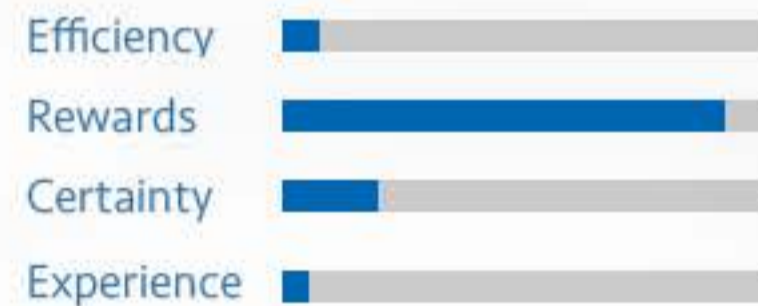


11% Booking Travel  
21% Personal Time  
68% Travel & Work

### Goals

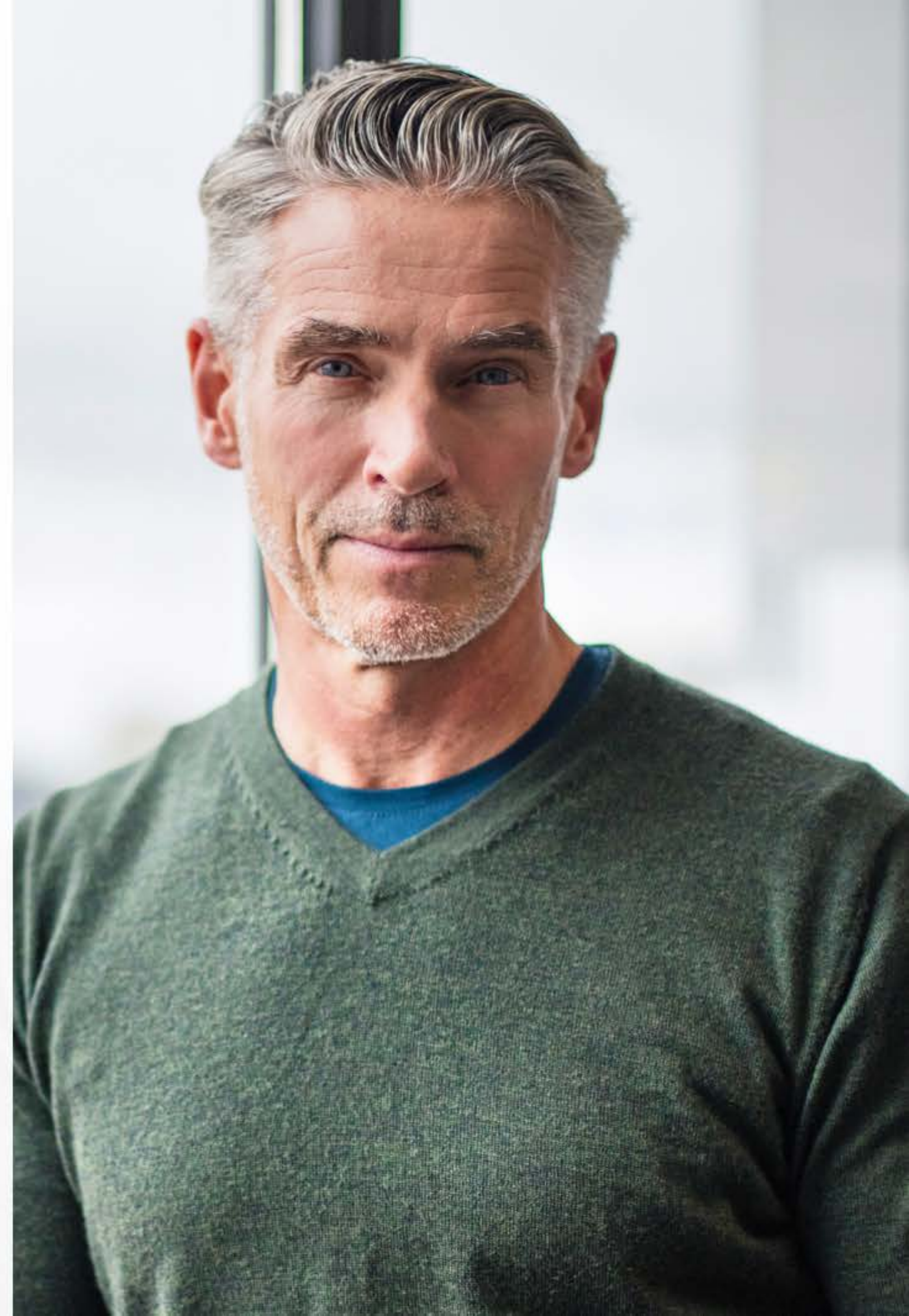
- Devote more time to diet and exercise
- Earn Marriott rewards for personal use
- Spend more time focusing on client work
- Make the process of booking travel pleasant
- Have access to a user centered travel app

### User Rating of Current System



### Frustrations

- Has too many clicks to complete the task of booking travel
- Dislikes gaining so much weight while traveling for work
- Constantly has to wait on approval for hotel accommodations
- Finds that he does not have enough personal time to himself
- Hates having to confirm his reservations more than once
- Believes the current travel system could be more user focused





## Mark "Truth Seeker"

"Nothing is worse than having to conduct research to find a hotel, making a reservation in the system, having to wait for approval, and realizing the room is no longer available."

**User Profile:** Mark usually spends about 80 hours a month traveling to work onsite for various clients. His preferred hotel is Marriott and he uses the native mobile app for booking rental cars with National Rental Company. Since he does not have access to a mobile app to book his flights, he is required to use his laptop. This is an issue because he is not able to configure his user profile in the system.

### Demographic

- Director of Insights
- Bethlehem, PA
- 50 years old
- Caucasian American
- Married Male
- MA Media Communications
- Has two kids

### Time Consumption



12% Booking Travel  
23% Personal Time  
65% Travel & Work

### Goals

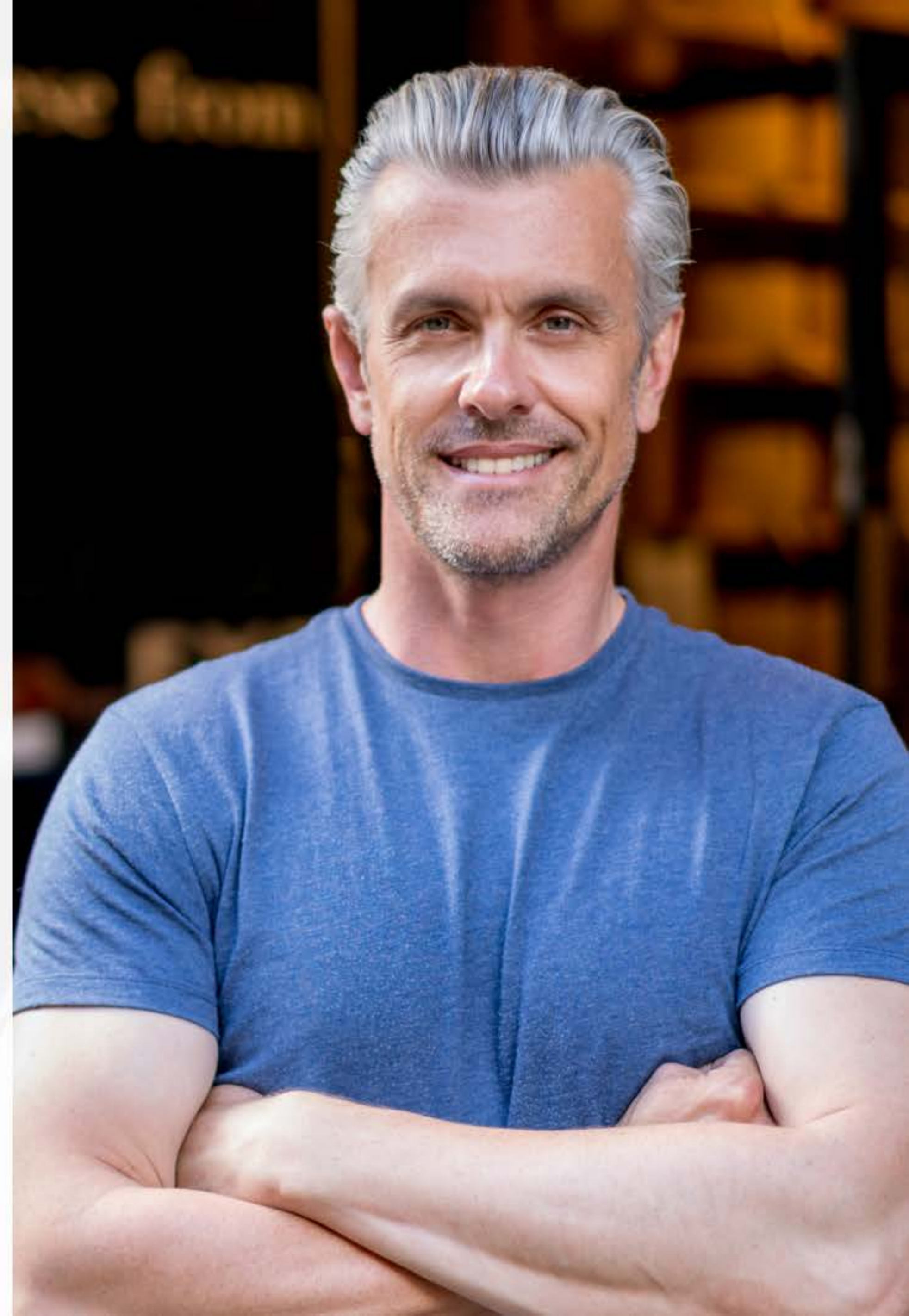
- Make his booking experience less complex
- Earn Marriott rewards for personal use
- Eliminate verification emails from the system
- Earn frequent flyer miles from AA
- Wants a mobile app to book his travel

### User Rating of Current System



### Frustrations

- Has to constantly monitor his email for travel confirmation
- Dislikes not knowing if his hotel reservation is confirmed
- Can't configure his user profile in the system
- Finds that he has issues traveling with his medications
- Hates it when the selected hotel becomes unavailable suddenly
- Believes that booking travel should not take so much effort





## Thomas "Tech Junkie"

*"It would be nice to have a set of preferences kept in the system to make future travel bookings easier to process."*

**User Profile:** Thomas has to fly out the client's corporate office on a weekly basis and ends up spending more time on the road than at home. Currently, the system he uses to book travel requires too much effort and is a great source of anxiety. He wants a solution that will eliminate the confusion he faces as a constant traveler.

### Demographic

- Digital Consultant
- Forth Worth, TX
- 52 years old
- Caucasian American
- Married Male
- BA Graphic Design
- Has two kids

### Time Consumption



10% Booking Travel  
25% Personal Time  
65% Travel & Work

### Goals

- Devote more time to diet and exercise
- Earn rewards for personal use
- Spend more time focusing on client work
- Hide any options not available to the traveler
- Make the process of booking travel efficient

### User Rating of Current System



### Frustrations

- Has to devote so much time booking travel
- Dislikes not knowing if his travel itinerary is confirmed
- Constantly has to check his email to verify his preferences
- Finds that he does not need to be onsite so often
- Hates having to wait for confirmation emails from the travel team
- Believes the travel system should store previous bookings

