



Ora Dawson

Gender: Female
Age: 21
Race: Caucasian
Marital status: Single
Location: Seattle, WA
Occupation: Colleague student
Mobile device: iPhone 8

Biography

Working towards a bachelor degree in fine arts, Emily has been living in Seattle for three years. She rents a 4b2b apartment near campus. On the weekends, she loves to drive her 2012 white Ford Focus to capital hill to meet her friends and discuss the Netflix shows they watched recently. She is also an active social media user with 2k+ followers on Instagram.

During school breaks, she usually travels around the world. Due to financial burden, she always plans a trip far ahead in order to get a great deal for flight tickets and hotels. However, as she and her friends are finishing up the degree and planning different future, she finds it has been difficult to travel with her friends. She considers to travel alone, but she has concerns about safety and loneliness.

Pain Points

1. Having trouble finding someone they know to travel with
2. Worrying about the uncertainty, safety, and loneliness of traveling alone
3. Not willing to invest a trip until having a clear plan about who they will travel with
4. Not like impulse travel since that will increase the travel expense

User Needs

1. A people-search engine based on travel detonation
2. A like-minded and trusted person who users can travel with
3. A clear travel plan made in advance
4. A chat platform where users can talk with their potential travel partner