



*I am new to the computer so I read everything. I really like sites that coach you through the travel by providing stories, like a friend.*

# Angela Culver

The Adventure Traveler

Angela is a single professional woman living in Maryland. She works as a dental assistant and likes to save up her money to travel around Europe. Her favorite city to visit is Paris. She usually travels alone and likes the sense of adventure and uncertainty it brings. Generally her brother books tickets for her online, but sometimes she will use a travel agency.

## TECHNICAL COMFORT

- Angela has only recently started using a computer. She is only able to complete the most fundamental tasks such as browsing online and word processing.
- She does not have enough experience online to discriminate between advertisements, organic results, and legitimate content.

## ONLINE ACTIVITIES

- She loves receiving and reading email.
- Although she does not understand the notion of a blog, she likes to read travel blogs and travel-related websites. She is also really interested in international news sites.
- Angela does not shop or manage finances online.

## CONTEXT OF USE

- Angela recently bought a laptop that she keeps in her living room. She uses the laptop once or twice a week to check her email and practice her computer skills. She is attempting to browse the internet, but is feeling overwhelmed by all the content. Angela usually calls her brother for help when booking or researching airfare online, as well as for any technical questions.



## NEEDS

- She needs to be able to quickly understand how to use the website.
- It is important to Angela for the website to be welcoming and feel friendly.
- Angela really likes stories, reviews, and helpful hints regarding her destination.
- She would like to be assured that she will get to her final destination safely and in a timely manner. She is also interested in the availability and quality of food on the airplane.
- She is very interested in deals to foreign destinations, especially package deals because hotels in Europe are expensive.

## MOTIVATIONS

- Angela really likes to travel to new destinations. She especially likes discovering the local hangouts where she can spend time with the local people versus other tourists.
- She has some concerns about being a single woman traveling alone in a foreign country, although it's part of the excitement of travel.
- She is looking to meet new and interesting people that are culturally and socially different. Traveling is all about having fun.

## BEHAVIORS

- Angela is easily trusting, and is especially sensitive to brand association and recognition.
- She is open to trying new sites if there is a possibility for a cheaper fare.
- She carefully reads all the text and instructions available on the site. She has not learned how to scan websites.
- Angela is not able to recover from errors, and often thinks that she personally did something wrong if an error occurs.
- She is often not able to tell if she made a wrong selection or entry in a web form.
- She regularly signs up for newsletters and email alerts.

## DEMOGRAPHICS

Age 38	Trips Last Year 3
Income 50K/yr.	Hours Planning 3
Years Online 1/2	

