



Deals I always go for because in my mind those are the cheapest fares, the best things. If I see deals, it's like a blinking light that says look here first.

Harry Umezawa

The Hip Retiree

Harry lives with his wife in a retirement community in Arizona. They have a lot of friends in the community and socialize often. Harry loves to get away to Las Vegas because he enjoys the gambling and the food. When traveling, he does not like to stay in high-end places. He prefers to travel frugally, as long as the accommodations are comfortable.

TECHNICAL COMFORT

- He is only comfortable with his own home computer because he knows where all the programs and files are located. He has a general grasp of how to use the computer, but has a hard time recovering from errors.
- Harry is a creature of habit, so he has a number of sites that he regularly visits and feels comfortable with. He is uncertain of the web's value and is usually overly cautious of new sites.



ONLINE ACTIVITIES

- Harry reads news online, occasionally uses email and performs searches on Google.
- He does not shop, read blogs, or manage his finances online.

CONTEXT OF USE

- Harry goes online from his home desktop PC computer. He is the only one in his household who uses the computer. He learned how to use it a few years ago when he took a computer class at the local community college. He only goes online a few times a week.

NEEDS

- He needs to be able to quickly understand how to use the website.
- He wants to be able to compare his favorite sites.
- It is important that he can easily read and understand the information that is most important to him - the price.
- It is important for him to have graphics and ratings/reviews on hotel offerings. The extra information provides a context which helps Harry make an informed decision.

MOTIVATIONS

- He has a lot of leisure time and likes to travel to get away from his daily routine. He has a few favorite destinations.
- Most of the time he will travel with his wife, but sometimes he travels with a group of friends.
- He frequently swaps recommendations and deals with his friends.
- He occasionally travels to Japan to visit with relatives. When traveling internationally, he is very interested in both health and political issues that could affect his trip.

BEHAVIORS

- When researching travel, he has 3 sites that he always visits and trusts. He does not like new sites because it takes him a long time to get comfortable.
- He is not able to manage multiple windows and has some trouble scrolling. He is also not able to handle new or complicated interactions.
- He reads website instructions carefully.
- He does not like a lot of clutter because it's difficult for him to understand. If he has trouble figuring out a website, he will click off.
- He is very interested in deals, and always clicks on the deals advertisements to see if they might be of interest.

DEMOGRAPHICS

Age 60	Trips Last Year 4
Income 80K/yr.	Hours Planning 2
Years Online 2	

