

The Passionate Adventurer Persona: Frank & Sue

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Analytic Design Group
USER EXPERIENCE CONSULTANTS

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Name:

Frank & Sue

Gender:

Couple

Age:

34 and 35 respectively

Income:

100k+ Sue is a graphical designer, and Frank is something.

Family:

They've been a couple (non married) for a fairly long time, no children.

Outdoor Experience:

They've gone skiing many times before, both are quite experienced. They also enjoy hiking but have stayed mostly hiking that is nearby rather than going to a mountain. They have good, although not brand new MEC gear, and they take care of their equipment.

Whistler Experience:

They've gone skiing at Whistler before and have had good memories of the outdoors as well as the village. They are both experienced skiers, but are looking forward to what Whistler might offer during the summer months.

Mobile:

Sue uses her phone for most of the functionality it has, while she might struggle a little in setting it all up, she is fine once she's done it once.

Tech Level:

Both of them are quite tech savvy, they have a nice home entertainment system as well as a GPS in their Jetta.

Goals:

- Explore what Whistler offers in the summer: They've been several times during the winter, but have recently heard that Whistler is a great place to be during the summer as well.
- They want to do research but they don't book anything online, preferring to book it the day of.
- They are very price conscious
- They'll use their hotel as a home base and explore from there

Expectations:

They expect they can get a room at the hotel they stayed at last time, but will still want to check prices against other hotels. They might call the hotel they stayed at last time to get their price, but would likely go back to Whistler.com where they first went to find out the pricing.