

The UK Family Persona: Nigel and Melanie

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Analytic Design Group
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Name:

Nigel and Melanie, with two children, Niles and Emma, ten and twelve respectively.

Gender:

Family Unit

Age:

Parents are 42 and 45, Children are ten and twelve.

Income:

150k+ Upper Middle Class Nigel works as a Banker and Mel does some fashion consulting on the side.

Family:

Wife 42, Son 10, Daughter 12.

Outdoor Experience:

The family goes on yearly ski trips, they've always stayed more local because of the children's age, but they believe they are both now old enough, and have enough experience to try this trip to Whistler. Nigel has been getting ready by going to a gym, Mel has been shopping for new outfits instead.

Whistler Experience:

The children have never been to North America, and Nigel and Mel have never been to Whistler. However several of Nigel's Ski friends had been last year and had been telling him how great it had been.

Mobile:

Nigel has a fancy phone, but doesn't use many of the features on it, Mel also has a decent mobile, but again doesn't make full use of it. They are both worried their phones might not work in Canada.

Tech Level:

The family is fairly tech savvy, they are planning on bringing at least one laptop that they'll use WiFi on, as well as digital cameras and other video cameras, which they can dump onto the laptop to keep recording more.

Goals:

- Find out what going on at Tourism Whistler
- Learn about travel to Canada
- Enjoy their family vacation
- Ski camp for the kids for part of the day
- Rental gear (too far to bring their own)
- Find a good deal on hotels, they would like to stay somewhere nice without paying a ton.

- They are willing to scrap the whole vacation idea if it proves to be too expensive.
- They want to know how it looks, and where is it in the village, and what can we do there and how do I get there?
- They would like to learn if their phones will work, or how they could coordinate between family members

Expectations:

They expect a world class resort and their money's worth in this ski vacation. They've traveled from across the globe to get here, and they want a good vacation.

Other:

They booked a cheap flight before and he thinks he can book his own trip but needs help. He has support of other ski friends.