

Meeting Planner Persona: Roxanne

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Analytic Design Group
USER EXPERIENCE CONSULTANTS

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Name:

Roxanne

Gender:

Female

Age:

30-55

Income:

Dependent on if they are contractors or employees

Family:

N/A

Outdoor Experience:

Lots of research into different resorts, but may not have experienced many outdoor activities that weren't part of a planned trip.

Whistler Experience:

Again, mostly research, may have learned about Whistler from other Meeting Planners, or through the news.

Mobile:

Blackberries or iPhones. Very savvy on their mobile devices for communication, less so for the more advanced mobile items.

Tech Level:

While comfortable doing research online and communicating online, they are not comfortable booking online. They will still ask to see things in paper and expect to call someone and speak to a real person rather than book online.

Goals:

- Multitasks, super busy, do it online and still want to talk on the phone
- Not expecting to book online, looking to get information online. Planning pen and paper or internal system. They are doing their homework. They want information on the TELUS winter center, and hotel meeting space.
- They want standard stars, not peaks for a rating system to determine what hotel they want to book at.
- Their call to action is a phone call rather than an online booking after doing their online homework.
- They want to talk to event planners or activities planners
- They want photos and images of what they might be doing during the meeting/events.
- Virtual tours and online itineraries are big with him, including 360 panorama shots of rooms.

- The cost of everything needs to be quickly determined.
- Needs to be accessible and easy to get all the information.

Expectations:

The Meeting Planner expects to find information on the main venues, the room rates for large groups, the activities they could do while there, the prices of rooms, food and beverage, activities and other expenses such as travel and distance to the airport. They expect to find most of this information online, and then to pick up the phone and call to either get more detailed information, or to begin the booking process.

- There's always a reason, either its a reward of there's a training/meeting component of the trip.
- They want photos and images of what they might be doing during the meeting/events.
- Virtual tours and online itineraries are big with him, including 360 panorama shots of rooms.
- They want to talk to event planners or activities planners

Other:

It's mostly selling them on whistler rather than selling them on having to come.

- Clients are mostly Vancouver, Seattle and Toronto.
- Midwest area is resurgent of new meetings.
- Environment green factor, many companies are more interested in this and might push their Meeting Planners for a more green options.
- They go back to the website for resources, they may assemble their package from resources online but will still call for detailed information.
- Needs to be accessible and easy to get all the information.

Are you selling or educating?

- They are giving the meeting planner tools to sell the location to the company, to help them sell it internally.

A day in the life:

Roxanne get a call from...

There's either a third party planner, or a company internal planner: They start already looking in a general area, such as western Canada or West Coast. She roughly knows the dates, and they need to find a location. They would normally have a budget by then, broken down in the cost per room and food and beverage and transportation. They start going online to start doing their research, they start to get their impressions of it. They are looking for room rates, activities in the area, transportation, food and beverage, how to get there, distance from airport, weather

(Whistler is cheaper during the summer while Banff is cheaper) Cost is a big factor that they want to determine quickly.

They also look at the quality of the hotels of a certain quality.

They pickup the phone and call for more information.

What does Roxanne think of the current website?

Roxanne: "It's function but not enticing."