



Persona type

Name ~~Harriet~~
Age ~~39~~ dd-40
Location ~~Karlsruhe~~
Technical comfort
Job Title ~~businesswoman~~, risky people

✂ Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- travel
- exotic
- history
- spontaneous.

Motivations

How have they found or heard about the website/service? Why would they be interested?

- google
- social media
- brother near the MTA and ~~post~~ Post.

Goals

What do they want to get out of this service? What are they aiming to achieve?

- memorize.
- to win in a quest
- adventure participation
- to see wild nature.
- to change their everyday life

Barriers

What would stop them from visiting, choosing and using the website/service. What would annoy them as they use it?

- too many information
- too many questions to fill. → being
- being pictures.
- expensive price.

Quote

We'll know we've done a good job when this persona tells us

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