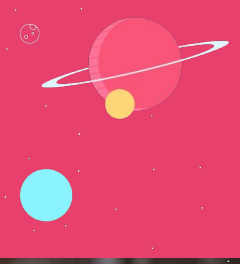


User Profile: Traveler



“New to the area and looking for something new, this user is eager to share their experiences with friends.”

Description:

As someone who is not familiar with this area, this kind of user is looking for easy and efficient ways to have a memorable trip. They are unafraid to try new things and want to find and explore neat and unfamiliar experiences, then follow up these experiences with a post on their favorite social media. Seeking to inspire and be inspired by friends, this kind of user is always on the lookout for trips that will be exciting to talk about for years to come.

Goals

- Get the most out of their visit
 - Find unique locations
 - More immersive experiences
- Get to locations/meetings/etc on time
 - Make friends
 - Network
- Go to places that their friends have gone
- Ability to plan their trip
- Have new, engaging experiences

Wants

- Cool things to do, eat, see
 - Easy, efficient way to find said things
- Cool stories to tell friends/family back home
 - Cool photos/mementos to take home

