



Jayse

“I really want to get off the beaten path and experience something I’ll never forget.”

Job: Investment Advisor

Lives in: NYC

SCENARIO

Jayse is an Investment Advisor, working at a large bank in Manhattan. Jayse is a very busy person who enjoys traveling and tries to take a trip as often as possible, but doesn't want to just be a tourist. Jayse prefers to try new things and experience the local culture.

GOALS

- › Find a unique trip
- › Looking for memorable experiences
- › Learn about the local people, culture, places

PAIN POINTS

- › Trip not meeting expectations
- › Unable to easily find trips that meet interests and needs
- › Difficulty figuring out where to go and what to do once there

NEEDS

- › Browse comprehensive travel itineraries with ease
- › Ability to select specific travel preferences
- › Options for travel dates that work with a busy schedule

BEHAVIORS

- › Travels often to explore and have unique experiences
- › Takes advantage of travel loyalty programs
- › Eager to try new things