

# Primary Personas

## Persona 1



### Personal Information

Age: 34

Gender: Male

Education: M.S. Visual Communication

### Tech Proficiency

Computers 5/5

Smart phones 5/5

### Hobbies

- Wildlife Photography
- Listening to Music
- Reading Books

### Christopher Jones (*Provisional Persona*)

Marketing Head – Capitol Marketing INC

### Profile

Chris is the marketing head for Asia - pacific in a company which helps organizations create their brand identity and supports them while growing.

Chris is heading a group of creative people and is responsible for managing people and projects all across the globe. He has to visit India frequently due to some business seminars and direction to offshore employees.

### Goals

- Check and get the best offers by hotels for staying in.
- Check the hygiene and types of cuisine available in the hotel.
- Look for conference halls and meeting places available in hotel to have meetings and conferences.

### Challenges

- He travels a lot
- He has a very busy schedule due to team and client meetings
- He is over occupied generally due to which he very often has to change dates of his travel.

## Scenarios

1. While trying to search hotels to stay in during his trip to India, Chris finds there are special privileges and services for travelers traveling from US and UK.

Impressed by the privileges he checks out the tariffs and finds them quite economic.

He fills up all the required details, registers on the hotel website in order to receive loyalty points in future and receives booking and sign up confirmation on Email and through SMS.

2. A few months after his first stay with the hotel, while planning for another business trip, Chris recollects the quality of hospitality by the hotel. He decides to book the Oberoi again for his trip. He also recollects he read good reviews about spa services and decides to try it this time.

He earned some loyalty points while his last stay and thinks about redeeming them for a sauna session.

He logs in to his account, checks out points earned and how much does he have to pay above the points to avail the service. He finds the amount quite affordable and books the session.

## Persona 2



### Personal Information

Age: 37  
Gender: Female  
Education: MBA

### Tech Proficiency



### Hobbies

- Gardening
- Music
- Cooking

### Meera Patel (Provisional Persona)

CEO and Co-founder – ABC Airlines

#### Profile

Meera is one of the most successful entrepreneurs and she is the CEO and one of the founding members of ABC airlines. She has worked hard to make her airlines grow.

She loves to travel and go on vacation with her husband and kids. She has a very high taste for services and generally thoroughly scrutinizes the facilities of a hotel before booking a vacation there.

#### Goals

- Wants to avail the highest quality of luxury for her and her family during the stay.
- Wants to read about ratings and reviews of hotel before looking tariffs or trying to book it.

#### Challenges

- A lot of times she travels along with multiple families.
- She expects highest quality of services.

## Scenarios

1. Meera is planning a vacation for her family along-with two of her in-laws' families

Meera comes across the Oberoi's site and finds it quite impressive. She reads about the awards and recognitions achieved by the hotel she is considering to stay in, during her vacation.

She checks out the luxury packages available and reads customer reviews about them. Satisfied with the services she decides to visit the hotel and books rooms online.

2. Meera meets her in-laws after a long time and they decide to have some talks over drink.

They go to a local bar to hang out. While discussing about things eventually when are about to leave, one of her in-laws tell her how they enjoyed the trip in Oberoi and suggest they should plan another sooner. Meera asks them about their availability for the same and tells them that she will discuss the same with her family to decide when to plan the trip.

Meera meets her husband next morning and tells about her conversation with her in-laws and asks him if he is fine with the dates decided. Meera's husband confirms he does not have any engagement on the dates.

Meera opens the Oberoi's site, logs in to her account to view the booking history so that she can duplicate that occurrence for future vacation. She finds the record when they stayed together in Oberoi and duplicates the vacation for finalized dates.

Meera also notices there are pictures and videos uploaded by hotel in her account and that she can share them on her social media pages or order a printed album subject to additional charges. She shares select photos on social media and orders a printed copy to be delivered at her address.

## Persona 3



### Personal Information

Age: 46

Gender: Male

Education: MBA

### Tech Proficiency

Computers 5/5

Smart phones 5/5

### Hobbies

- Music
- Gaming

### Ashutosh Jain (*Provisional Persona*)

*Senior Director – JJ Services*

#### Profile

Ashutosh is a very happening person and a very reputed business strategist who has more than 20 years of industry experience.

Ashutosh currently plays a role of Senior Director with responsibilities like presenting business proposals to potential clients and for which he has to travel overseas, very frequently.

Ashutosh loves to travel and present his ideas to people and he is very satisfied to have a job where he can fulfill his both ambitions. He generally combines some days of vacations with his official tours.

#### Goals

- Wants to select a business trip and customize it to accommodate some days for excursion and leisure.
- Wants invoices in order to get the official expenses reimbursed.

#### Challenges

- He is very busy in his life and looks for a short cut for almost everything.
- A lot of times he has to modify or cancel some of his trips due to schedule problem

## Scenarios

1. Ashutosh receives intimation about an event in Lombok, Indonesia where he has to project the organization's capability. Because it is a very valuable event Ashutosh decides to put the best of his efforts in it. Over the course of some days, Ashutosh prepares a presentation with related facts.

After a rigorous effort Ashutosh finishes his presentation and gets ready to start for Lombok after two days. Ashutosh tries to find out good hotels to stay and while his research he finds Oberoi hotel is having a good rating. Ashutosh opens the Oberoi site and reads further for offers and privileges, finds satisfactory and books it and registers on the site to know about future offers.

Ashutosh wanted to visit Bali for a long time and now when he is going to Indonesia, he decides to visit Bali as well. Ashutosh goes to Oberoi's site and reads reviews about their hotel in Bali. Ashutosh also wants to relax for a couple of days before visiting to Bali so that he can enjoy there. Ashutosh decides to book two days of relaxing vacation in Lombok after the business trip and then move to Bali for further 5 days.

Ashutosh opens his business booking record and adds both relaxation stay at Lombok and further vacation at Bali, with his business travel.

2. After his first experience at Oberoi's, Oberoi's has become Ashutosh's first choice and whenever he has a business trip he looks if Oberoi is available there or not.

Ashutosh has been attending seminars for last 2 months back to back with visiting 7 destinations domestic and international out of which 5 times he stayed in Oberoi. Now Ashutosh is back in office after a long time and he recollects he has to submit all the business expense bills to get them reimbursed.

Ashutosh goes to Oberoi's site and logs in to his account. He opens the records of travels during his business trip which were followed by some days of vacation. As Ashutosh wants to print only the business expenses he selects them out of the application and prints them.