 <p><b>Personal Information</b>  Age: 34  Gender: Male  Education: M.S. Visual Communication</p> <p><b>Tech Proficiency</b></p> <table border="0"> <tr> <td>Computers</td> <td>5/5</td> </tr> <tr> <td>Smart phones</td> <td>5/5</td> </tr> </table> <p><b>Hobbies</b></p> <ul style="list-style-type: none"> <li>- Wildlife Photography</li> <li>- Listening to Music</li> <li>- Reading Books</li> </ul>	Computers	5/5	Smart phones	5/5	<h2>Persona 1 – International Travelers coming to India for Business or Vacation</h2> <p><b>Christopher Jones</b> (<i>Provisional Persona</i>)  Marketing Head – Capitol Marketing INC</p> <p><b>Profile</b></p> <p>Chris is the marketing head for Asia - pacific in a company which helps organizations create their brand identity and supports them while growing.</p> <p>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.</p> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>- Check and get the best offers by hotels for staying in.</li> <li>- Check the hygiene and types of cuisine available in the hotel.</li> <li>- Look for conference halls and meeting places available in hotel to have meetings and conferences.</li> </ul> <p><b>Challenges</b></p> <ul style="list-style-type: none"> <li>- He travels a lot</li> <li>- He has a very busy schedule due to team and client meetings</li> <li>- He is over occupied generally due to which he very often has to change dates of his travel.</li> </ul>
Computers	5/5				
Smart phones	5/5				

## Scenario 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



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## Planning to travel to India from US or UK?

Come stay at one of our hotels to experience some of the worlds best services.

Not Enough? Check out what more do we have for you

- Free photo session by some of the best photographers
- 1000 bonus points for booking and signing up with us for the first time.
- Stand a chance to win Harley Davidson.

Explore More >>



### Reservation

Hotel

Date

Rooms

Persons

### Offers

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Quam euismod sem, semper ut potenti pellentesque quisque. In eget sapien sed, sit dui vestibulum ultricies, placerat morbi amet vel, nullam in in lorem vel. In molestie elit dui dictum, praesent nascetur pulvinar sed, in dolor pede in aliquam, risus nec error quis pharetra. Eros metus quam augue suspendisse, metus rutrum risus erat in.

### Offers

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### Offers

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Copyright

[Link 1](#) | [Link 2](#) | [Link 3](#)

1

Chris finds out about special privileges and services offered to people traveling from US and UK to India.

2

Chris wants to explore more about the services so he clicks on explore more button



[Sign In](#) | [Register](#)

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#### Search Criteria

Hotel

All Hotels

Rooms

1

Arrival

6/26/2014

Departure

6/26/2014

Adults

2

Children

1

Refine

#### Results

##### Hotel 1

###### Package 1

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, in euismod sem, semper ut potenti pellentesque quisque. In egestas morbi amet vel, nullam in in lorem vel. In molestie elit dui dictum in aliquam, risus nec error quis pharetra. Eros metus quam at ultrices quo ut lectus, etiam vestibulum urna a est, pretium luctus euismod nisi, pellentesque turpis hac ridiculus massa. Venenatis a taciti dolor platea, curabitur lorem platea urna odio, convallis sit pellentesque lacus proin.

Room Option 1

Rs. 14,999 | [Book](#)

Room Option 2

Rs. 19,999 | [Book](#)

##### Hotel 2

###### Package 1

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Quam euismod sem, semper ut potenti pellentesque quisque.

Room Option 1

Rs. 12,999 | [Book](#)

Room Option 2

Rs. 16,999 | [Book](#)

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[Link 1](#) | [Link 2](#) | [Link 3](#)

3

Chris lands on the hotels listing page and checks out the options available to him

4

Chris checks out the tariffs, finds them impressive and proceeds for booking.

LOGO

[Sign In](#) | [Register](#)

Holidays by T

Search Criteria

Hotel  
All Hotels

Rooms  
1

Arrival  
6/26/2014

Departure  
6/26/2014

Adults  
2

Children  
1

Indian Rupees

at nunc. Quam  
ultrices, placerat  
ed, in dolor pede  
risus erat in. In  
turpis hac ridiculus  
que iacus proin.

4,999 | Book

9,999 | Book

at nunc. Quam

2,999 | Book

Rs. 16,999 | Book

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[Link 1](#) | [Link 2](#) | [Link 3](#)

### Booking

Guest Details | Review | Payment

Username

Password

Sign In

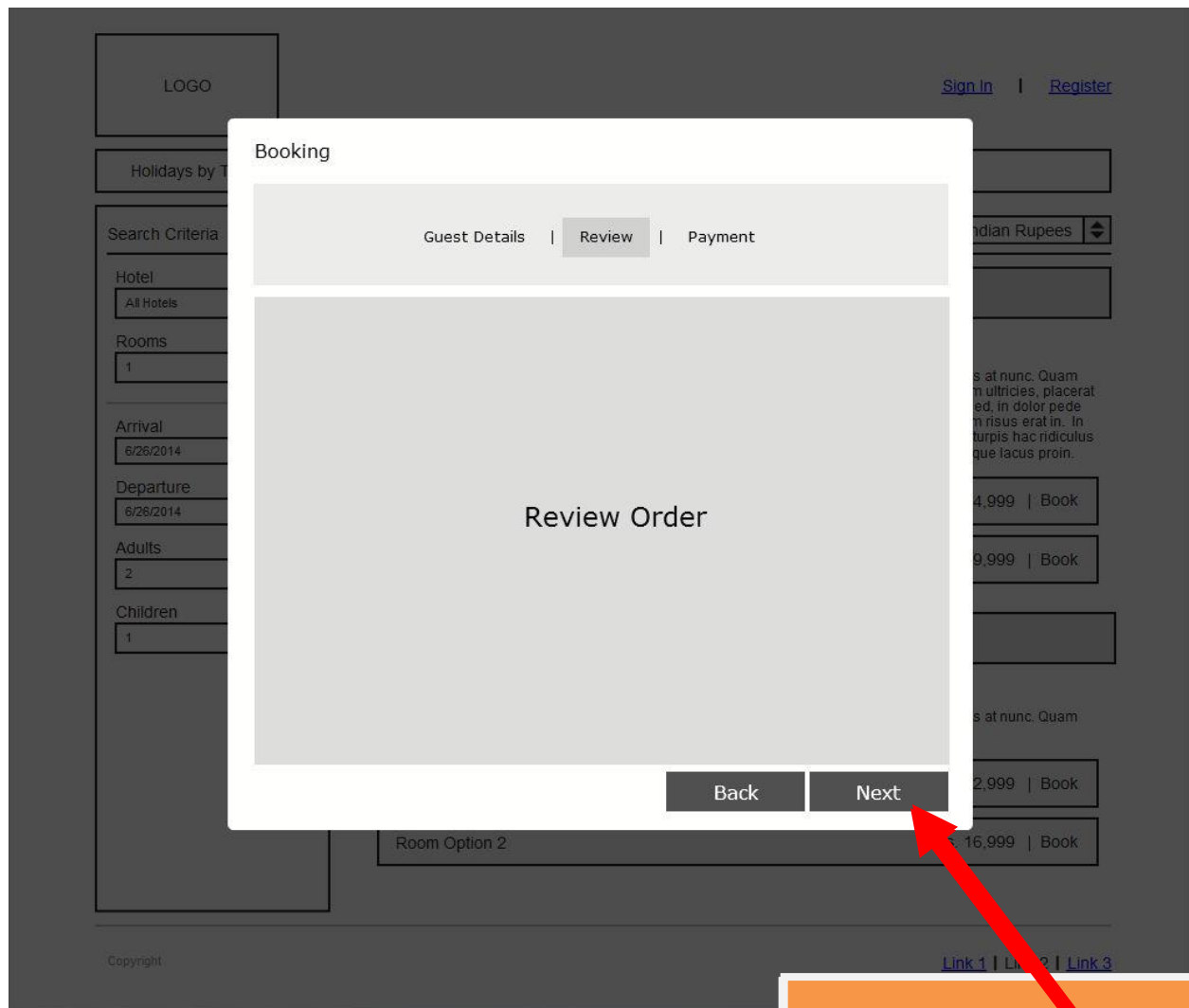
Not Registered Yet?  
[Register Now](#)

Fields as per the business rule

Next

5

Chris registers with the hotel, fills all the required details and clicks on next.



7

Chris enters details about his payment method and mode and clicks on Proceed to Payment button which takes him to external payment gateway where he completes the payment.

End of Story 1