

# Persona # 1

## ➤ Meet: Luis Sanchez – The Executive

- Works as VP for *Company X* (a tech company) based in Madrid, Spain
- Has direct reports in Europe and the USA
- Takes around 40 flights a year (30 short-haul and 10 long-haul) always in premium class
- Platinum member
- Interested to meet new business people with common interests
- Every spare time is used for work productivity
- Defends shopping transparency (what you see is what you buy)
- Prefers connecting at airports with smooth/easy passenger transfer experience
- Values passenger experience & quality of service delivered immensely
- Don't make him wait – he is a busy man!

Your mission:  
Help him making his travels efficient



# Persona # 2

## ➤ Meet: Montserra Molina – The Frequent Traveler

- Creative director at *Company X* (a tech company) based in Barcelona, Spain.
- Loves to travel on her free time, but always in doubt where to go...
- Married with 2 small and active children
- Passionate about wines and Thai cuisine and loves to make the most of it while traveling (BUT such personal costs are typically not covered by her company)
- Takes around 40 flights a year (average of 5 International long-haul/year and remaining flights are shuttle “Puente Aéreo - open segments” between BCN-MAD)
- Gold member
- Loves to network & engage with new people she meets on the road
- Loves providing feedback for a good service & read recommendations of her peers
- She always bring gifts to her family after her business travels
- She prefers connecting at airports where her preferred airline offers a lounge access experience

Your mission:  
Make her “bleisure” travels awesome



# Persona # 3

## ➤ Meet: Ana Perez – The Newbie

- Has joined *Company X* (a tech company) based in Madrid, Spain and move there 4 months ago
- Has graduated last year and this is her first job. She is very attached to *Company X* culture and this is the reason why she took on the job.
- Is not yet familiar with *Company X* processes since she has just entered the work place.
- Has backpacked through Asia last year and is a frequent leisure traveler. Since she usually travels on a budget, she is used to costs monitoring and makes responsible decisions.
- Her job will take her to travel the world and she is expected to take 50+ flights a year (50% mid-haul, 50% long haul)
- Is passionate about other cultures and wants to make the most of it when she's travelling
- Loves technology as long as it's easy to use and brings value to her. She has her preferred consumer websites that she loves and wants to have a similar experience in her work life.

Your mission:

Help her navigate through *Company X* (travel) policy & processes and make her travels easy

