

# Persona # 1

## ➤ Meet: Leevi, Sanna, Milla and Kaapo

- Close school friends from Helsinki
- Travelling with their parents
- Travel twice a year to cool destinations!
- They get bored quickly
- They want to be in control
- Don't make them wait – they get impatient!

Let's maintain them entertained and their parents happy!



# Persona # 2

## ➤ Meet: Sarah

- Works for a corporation with head quarters in the US
- Has direct reports in Europe
- Takes around 20 flights a year (10 short-haul/10 long-haul) always in business class
- Gold member in one Airline
- Interested to meet new business people with common interests
- Every spare moment is used for work productivity

Let's help her making her travel efficient

