

# Persona # 1

## ➤ Meet: Sarah Cooper

- Works as VP for *Company X* (a tech company) based in Seattle
- She is one of America's Top 50 Women In Tech and has more than 7M followers in Instagram and LinkedIn combined
- Single and lives in Bellevue, WA USA
- Has direct reports in Europe, India and Asia
- Takes around 20 flights a year (10 US domestic/10 International long-haul) always in premium class
- Platinum member in one Airline
- Interested to meet new business people with common interests
- Loves appraising a good service
- Every spare time is used for work productivity
- Defends shopping transparency (what you buy is what you see)
- She prefers connecting at airports with smooth/easy passenger transfer experience
- Don't make her wait – she is a busy woman!

Let's help her making her travel efficient



# Persona # 2

## ➤ Meet: Michael Muller

- Creative director at *Company X* (a tech company) based in Seattle
- Loves to travel on his free time, but always in doubt where to go...
- Married with 2 small and active children
- Passionate about wines and French cuisine (but his company does not cover it!)
- Takes around 40 flights a year (average of 5 International long-haul/year) always in economy class
- Gold member in one Airline
- Loves to talk to new people he meets
- Loves providing feedback for a good service
- He always bring gifts to family after his business travels
- He prefers connecting at airports where his preferred airline has lounge access experience

Make his “bleasure” travels awesome

