

Persona # 1

➤ Meet: José Martínez

- Works as social media coordinator at an international organization.
- Interested in new technologies
- Not very patient – he hates queues, waiting to get information, offers not relevant to him (spams)...really he goes mad!
- Single and lives in Madrid, Spain
- Love connecting with new people
- Love flying with friends and solo
- Prefers flying the cheaper option, but with NO BAD SURPRISES!

Let's help him having a relaxing flight experience!



Persona # 2

➤ Meet: Sophie and Matt Mantovani

- They are 5 and 6 year old
- Divorced parents – mom lives in New York and dad in Seattle
- They fly once a month from Seattle to New York as UM (unaccompanied minors)
- They get bored easily and this route SEA – NYC lasts forever in their minds
- Their parents want them to fly safely and entertained
- Their parents choose the airline and connecting airport based on their children experience
- Their parents want to know how they are doing during their travel
- Their parents wants to know what others think about a specific service (at airport, plane or arrival)

Let's help him having a cool trip and let's have their parents satisfied too!

