

Personas #1

➤ Meet: David and Martin Martinez

- 8 year old disabled son (Martin) travelling with his father (David)
- Passenger totally immobile
- Martin loves watching soccer with his father
- They are travelling to World Cup final on a 10 hour long haul flight
- David normally avoids travelling by plane as he is still emotionally impacted by the bad experience 2 years ago when his child wheelchair got lost and damaged
- Martin gets bored easily

Let's help David and Martin having control of what they need at they time they need it.



Persona #2

➤ Meet: Maria Schmitt

- Gold winner of Paralympic games
- Likes to be independent
- From Buenos Aires* and travelling to US* for the second time
- Does not speak English* and gets a bit nervous if she is not understood
- Feels really bad when treated differently from others. She feels embarrassed when assisted

Let's help Maria
having hassle free
travel experience.

*ps – here it's fine if you consider another travel route
and she does not speak another language instead of English

#MakeItPossible



Persona #3

➤ Meet: John Smith

- works as VP for *Company X* (a tech company)
- Single father lives in Seattle with his young son Matt
- Average of 2 long-haul flights a month
- Recently had a ski accident and he is currently in recovery process
- Unable to walk long distances and unable to drive
- Likes to be independent
- A busy guy and he hates waiting
- Enjoys his time at the VIP lounge to work on his laptop

Let's help him
having a smooth
journey although
this is the first
time he flies on a
wheelchair



Persona #4

➤ Meet: Martha May

- 74 year old blind traveler with reduced mobility
- Likes to be independent
- Travel once a year to visit her older sister. She would love to travel with more frequency, but she gets stressed easily
- Needs help from someone to book her flight and also calling the Airline/Travel agent to inform about her needs.
- Can ascend/descend steps and make own way to/from cabin seat but she requires wheelchair for distance to/from aircraft

Let's help Martha
having a 100%
independent flight.



Persona #5

- **Meet: Roberto Mantovani**
- 85 year old with reduced mobility
- Flies once every two months from Seattle to London
- Needs help from someone to book his flight and needs someone to be with him at all times from home to final destination
- Cannot ascend/descend steps

Let's help Roberto having a travel with support.

