

**SAMPLE BUISNESS:** Fifth Season is an adventure travel company that organizes team growth and development trips for businesses as well as family adventure travel. They work with other businesses as well as directly with consumers.

**ADVENTURE AMY (Primary Persona):**



Amy is 45 years old, married, and has two kids (ages 12 and 15). She and her husband have a combined household income of \$180k. She works at a marketing agency. The company consists of 50 people and she hold a manger role. Amy manages a small team of 7 people and works on coordinating marketing efforts for her company.

She has the ability to take considerable vacation time, but she's constantly in meetings and needs to schedule out vacations and other events far in advance in order to fit them into her schedule.

While Amy works 9-5:30, the mornings and evenings are dedicated to her family. She cares about keeping everyone healthy and active: her kids take part in after-school activities and she goes to the gym when she can. Someone cooks dinner every night, but it's often hard for everyone on the family to agree upon what they want to eat. Amy wants to take her family on a vacation and do something adventurous.

She would like to be able to explore new places together, get in some bonding time, and help everyone step a bit outside of their comfort zones, but is worried about being able to find the right trip. Managing her work and home life leaves little time for research, but she wants to find a trip that's exciting enough for the adults, safe enough for the kids, and is relaxing and enjoyable for everyone.

Amy uses the internet to learn about different places to take her family for vacations and relies heavily on reviews on sites like Google and Trip Advisor. While she gets the majority of information from her social and peer networks, Amy wants expert help choosing the right trip for her family. She has a LinkedIn and Facebook profile. She uses LinkedIn for business and Facebook for staying in touch with family and friends.

Amy is a decision-maker, but she wants to know all the available options before making the final call. When planning a trip, she's looking for quality customer service and something that will interest the entire family. Her common objective to doing business with Fifth Season is that they only have two locations. Amy also wants to push herself and her family to something new, but doesn't want people to get burned out. Vacations are about relaxing too!

### **BUSINESS BETH (secondary persona)**

Beth is 50 years old, married, and two kids (ages 12 and 15). She has her bachelors and MBA degrees and is the CEO of a company with 100 – 200 employees.

The majority of her day is spent facilitating company operations, but a big part of her job is also to build and strengthen her team to promote overall business growth. She has a budget to spend on team growth and development and is interested in corporate retreats or adventure trips – if she can find one that’s worth the cost. She’s talked to her network of other executives and business owners and heard these trips can be a great way to foster team building and improve work productivity, so she’s looking to take the next step.



Beth’s ideal trip is fun for her employees AND impacts her company’s bottom line by helping strengthen interpersonal relationships through trust-building exercises, team-building activities, and adventure. She also wants to make sure that her team is aligned and on the same page heading into the next quarter, because “happier employees are more dedicated, and lead to happier customers.” While she is very interested in planning a team retreat, she is worried that her in-house help doesn’t have the necessary expertise to organize a trip of this magnitude - ideally, this trip should be painless for her company to execute.

Beth communicates with her business network for those with similar experiences doing retreats. For social, she spends the majority of her time on LinkedIn and Twitter. She has a Facebook account but rarely uses it. Uses the Internet to learn about different places to travel and the different things to do there. She’s aware of the different review sites and uses them extensively to learn about other people's experience traveling. She relies heavily on Tripadvisor, Google reviews, Frommers magazines, as well as travel blogs she found through Google.

She is concerned about planning a trip that an actual impact in her team performance. She’s interested in customized packages or plans, but has neither the time nor the resources research and plan things herself.