

Personas

Benefits of Personas

Personas create a known and mutually agreed user specification to inform discussion about design. As the design evolves, the personas remain the same, ensuring that 'purpose drift' is kept to a minimum.

- Personas facilitate stakeholders evaluation of new site feature ideas
- Personas are crucial to user flow design and editing
- Personas will help visual design stay on target
- Copy writers will be able to tailor language to the specific audiences outlined in the Personas
- Developers will be make decisions based on Personas, especially from the customers' technical background.

Known User Details

From Marketing

A large chunk of the demographic information needed for Personas will come from marketing, such as age range, educational background, occupation, and income.

Demographics of past travelers ([Watch 'AMResorts Master Brand Architecture Presentation - Session 1' | Microsoft Stream](#))

Average Age 47

Household Income \$120,500

Demographics of Prospective Travelers

Age 56

HHI \$142,625

Most Influential Factors	Past Guest	Prospective Guest
All Inclusive	94%	83%
Perceived Value	91%	87%
Previous Exp / Stay	88%	75%
Quality of Beach Exp.	88%	84%
Number/Variety Restaurant	88%	77%
Brand Reputation	85%	82%
Price	85%	83%

Rating	75%	78%
Location	74%	81%
Direct Flight	74%	77%

Research Needed

The closer Personas are aligned to real customers, the better they will be. To make reliable Personas we need to know the following:

Questions

What is the income level of the customers within \$20,000?

What is the cultural milieu of the users?

Are there any common phrases, cultural traits or visual elements that can be used to persuade them?

What gender are the users? Are the decisions to purchase a resort stay made by one gender?

Motivation

What brought you to the website? Google Search? Word of Mouth? Advert?

What led you to consider a resort? What other vacation options did you consider?

Did you consider other resort companies? What led them to AMR?

Are you traveling alone/couple/family/group of friends?

Of those people, who is deciding where and when to stay?

What do you expect from your stay?

What would make your dream vacation?

What would make your nightmare vacation?

Culture/Background/History

Where did you grow up? What is your native language?

What do you do for a living? What do you do when not working?

What is your comfort level with the internet? Are there any things on the internet that are often confusing to you?

Do you recall any terms or ideas on the AMR site that were unclear?

What device did you use to view the AMR sites? What operating system? What browser?

Did you use more than one device? If so, which device was the one you purchased on?

WiFi speed? Did you surf the site at all via cell (4G/5g)?

Is there any particular software they use frequently at work?

Deciding

How long between the first thought of a vacation and purchase?

What factors lead to the purchase you made? (location, price, room, restaurants, website, pictures, copy)? Was there one factor that got you to decide? Please list factors.

Is there any information the customer wanted that was not shown on the website?

How many people were involved in the deciding? Did you share the site or information with them? If so, how?

Was there an interval between picking the resort and making a purchase? How long?

How did you resume your shopping after that interval?

Were there any factors that were unfavorable toward resorts? Anything that almost made you decide not to book a resort?

Issues

What is your opinion of the checkout system?

Did you need any information not in hand?

Were you able to purchase in one session?

Did you add anything extra to your stay?

If given the chance to reserve certain features at the time of purchase (spa, outings, special Dinner etc.) would you do so when reserving before vacation or during your vacation?

Did you reserve an airport transfer? Why/Why not?

If not, are you familiar with the airport nearest the resort?