

NEEDS

Transparency of price.

Book with trust.

Find information easily.

Awareness of CSR.

PAIN POINTS

Lack of trust for 3rd party sites.

Doesn't trust he's getting the best deal.

Coordinating for travel is complex.

Travel sites are overwhelming.

"I want to know that I am getting the best deal."



RICK

Marketing Analyst

NY | LA

GOALS

Find best price for flights.

Support companies with CSR.

Ease of travel.

BEHAVIORS

Google searches first.

Visits multiple sites for best deal.

Begins search early.

Uses desktop to book.

Researches prices on phone.

Rick travels domestically for work and for leisure often. He uses travel sites to search for the best deal, but he ends up booking his flights directly through the airlines because he wants an easy and trustworthy booking experience.