

DOING

Wakes up early (5 AM - 6 AM) to work on paper for doctorate program before work

Checks facebook to see what his friends & family are up to - & posts photos and updates on his life

Uses TripAdvisor to learn about any new restaurants or places he might want to visit soon

Chats with his wife about his job, goals, dreams, frustrations, & also where they might want to go next

Uses Google to look up and try to learn about things he is unfamiliar with (including destinations)

Technically works from 9 - 5, but often ends up staying much later because his job is so demanding

Watches TV and news channels to find out what is happening & keep up up to date on current events

THINKING & FEELING

Has to go away on a business trip in two weeks - can his wife come along or will she be too busy?

Wishes he could travel more just for fun - but the majority of traveling he does is for work

Wonders if his wife might enjoy going on a wine tasting tour in France for their next vacation

Wants to use his next vacation as a chance to rest and relax

Hopes that both he and his wife have a lot of fun together on their next trip.

Trusts name brands and sites he's used before over smaller or lesser known brands

Wants to be in complete control over his schedule and activities when on vacation



George Davis

Photos, videos, and text posts from his friends and family members' facebook feeds

Photos + Reviews TripAdvisor of scenery, activities, restaurants, etc, of places he wants to visit

Recommendations from friends & family for what he should do and where to go next

Slow & confusing websites - if it's hard to use then he feels like he's wasting his time.

Spending time with his wife & bonding with her over shared experiences

Being able to learn something new and experience different cultures

Watches travel TV shows to get ideas and inspiration for vacations

Emails from coworkers, family, and also travel sites and airfare deals he subscribed to

Coworkers talking about their vacations and recent trips, what they did and what they liked best

Travel TV Shows as well as shows on restaurants, nature, art, and history

Sites or services that don't have quality visual design seem untrustworthy / like a potential scam.

Wants to 100% understand everything about a new technology before buying / deciding

Relax and get away from hectic life and work schedule - spend time on more fun pursuits

Pursue different hobbies and interests in a way he couldn't at home / in his own city

SEEING

HEARING

PAINS

GAINS