
Personas

Mobile Service: QuickSite

Version 1.0 – Katie the Florist

Version 2.0 – Katie the Baker

Version 3.0 – Katie the Location Scouter



Katie the Florist v1.0

- Katie is a 28-year-old who runs a flower shop she has owned for the past three years. She loves the responsibilities involved in running her own business, but is very laid back. Her motto is “go with the flow.” She’s comfortable with her cell phone as she uses it for making orders and handling deliveries. Every year, she makes time to travel for 3 or 4 days to a big city she hasn’t been to before. She enjoys traveling with her friends, and occasionally takes her older brother and nephew. Katie prefers to travel light and focus on enjoying her visit.

Katie's Goals v1.0

■ *Life Goals*

- Expand flower shop
- Learn more about the world
- Have stories to share

■ *Experience Goals*

- Exploring a new place
- Don't get lost
- Avoid frustration
- Feel in-control of trip
- Make the most out of the trip

■ *End Goals*

- Find places of interest
- Decide which place to go to
- Know how to get to there



Katie the Baker v2.0

- Katie is a 28-year-old who runs a bakery she has owned for the past three years. At her shop, she uses her cell phone daily for placing orders and handling deliveries.
- Last fall, she was featured in Home and Garden as an up and coming specialty cake baker. Since then the amount of orders have gone through the roof. Before she would travel 1 or 2 times a year for a customized cake; now she's traveling almost once a month. Brides-to-be are demanding to have their own Katie's Creation for their wedding.
- As the owner of her own shop, Katie does not have much time off for real vacations, so she's been excited to be able to visit new places during these work trips. Whenever she can, she includes a day for herself to explore the local attractions and find inspiration. However, she's usually on call for cake emergencies, so she can't plan anything out beforehand. She likes to add momentos from these trips to her scrapbook that she started when she was featured in the magazine article.



Katie's Creations

Katie's Goals v2.0

■ *Life Goals*

- Expand bakery shop
- Learn more about the world
- Have stories to share

■ *Experience Goals*

- Exploring a new place
- Don't get lost
- Avoid frustration
- Make the most out of the trip

■ *End Goals*

- Find places of interest
- Decide which place to go to
- Know how to get to there

Katie the Location Scouter v3.0



- Katie is a 27-year-old, doing freelance work as a location scouter, focusing on finding places to shoot for movies. She loves her job because she gets to travel to many different places, and occasionally hang out with famous actors. She always carries a People magazine with her, and wants to visit all the same places her favorite celebrities do.
 - Because Katie ends up traveling on foot and by cab most of the time, she prefers to carry only the essentials: her camera bag, a small notebook, and her cell phone. Her cell phone is her lifeline to communicate with her clients, and she keeps it on her at all time-s to receive calls about location scout jobs.
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- Sometimes Katie will wrap up a location shoot early, or have a delayed appointment, and end up having unexpected free time to explore her surroundings. Katie's always keeping an eye out for hidden gems that she can add to her portfolio, and fun things that she might want to check out during her free time.

Katie's Goals v3.0

■ *Life Goals*

- Learn more about the world
- Visit the places celebrities go
- Have stories to share

■ *Experience Goals*

- Don't get lost
- Avoid frustration
- Find preferred sites and food

■ *End Goals*

- Find places of interest
- Decide which place to go to
- Know how to get to there