

Jessica Mills

Age: 42

Occupation: Director of Marketing

Income: \$105,000/year

Location: Washington, D.C. Metro Area

Status: Married mother of young son



“Nothing matters more to me than spending time with my family.”

MOTIVATIONS

Jessica’s hard work has paid off. After graduating from college, she and her college sweetheart moved to the Washington, D.C. metro area. Over the years, she worked several entry level marketing jobs. She and her husband also had a son, who is now eight years old. Several years ago, she landed her dream position as a marketing director for a media company. She and her family used to travel once a year, but now that her son is older and she and her husband are making more money, they now takes several trips each annually. One of the trips is usually a big one. This year, they are considering taking her son to Disney World in Orlando, Fla. Living just outside of the city, Jessica commutes two hours to work on the metro each day. She always carries her cellphone, laptop and tablet to work each day. She hopes to use those tools and her commute to plan her family’s vacation.

GOALS

Jessica needs an online tool to help her plan her family’s next vacation. She also wants to find inspiration and visuals to help her decide on a new destination to visit since her family travels often wants a change in scenery. In addition, she wants recommendations of safe, clean and conveniently located resort, as that is very important to her and her family.

FRUSTRATIONS

Jessica utilizes the Internet for various tasks at work and at home, so she is comfortable with using online tools. However, she gets frustrated when she can’t find the information she is looking for. She also doesn’t like the distraction of pop up ads. She wants to see a lot more than hotel and airline pricing and would be disappointed if all her needs aren’t met on one site.