

GUNTHER - 61

GERMAN, UPPER MIDDLE CLASS.

Gunther has traveled quite a bit for work, but when he takes trips for pleasure he likes to be comfortable and in a situation he can relate to. He found out about Locarno from a friend at work, and finds it interesting because of its nearness to Italy and its Swiss level of organization. He normally would not spring for a 4 star hotel, so he thoroughly researches the area and the hotel before making a decision. Images and a trust-worthy presentation are key to him. He will dedicate a lot of time to reviewing the site, and immediate simple usability is secondary to a wealth of good information. The spa and restaurant is something extra that will justify the extra expense to him. He likes the offerings of the grotto. German food is comfortable and familiar, but he also likes to experience different things as long as they are not too wild.



MARY - 42

ENGLISH, EVENT COORDINATOR FOR A MEDIUM SIZED COMPANY.

Mary needs to find a location for a meeting between the UK and German branches of her company. She needs to find the information she is looking for very quickly as she is very busy. She very quickly reviews the site looking for information about the conference facilities, and occupancy of the hotel, and level or presentation. She is quite picky about what hotel to chose as the success of the event is dependent their performance. Any errors or lack of information will cause her to skip to the next hotel. Clarity and ease of use is critical to her decision.



ALBERT - 66

SWISS, RETIREE

Every year Albert organizes a reunion for his friends. He likes to stay in Switzerland as it is easier for busy people to attend if it is near. He loves the southern area, and looks for some place where he and his friends can have a relaxing time. In-house facilities are a big plus. On a hotel site he looks mainly for images and the list of facilities. Since he is organizing a trip for many people he wants to make sure the experience will be enjoyable, reliable, and not boring. He likes the cultural liveliness of the town, and the quietness of the hotel. Extra info about the town is a plus. His computer skills are passable, but not immense, and he needs the site to be very clearly organized and easy to use.

