

PERSONAS

Rose (w/o MagicBand)

Persona

Rose is a recent college graduate who loves Disney and has been dreaming of visiting the Disney Park in Orlando with her 2 other friends. She is on a limited budget as she is currently looking for a job and wants to make the most of her trip while keeping costs in check. The three friends travel from Pittsburgh, go on the trip after graduating. They decide to go there for 5 days and with a tight budget. They also do not stay at the Disney Resort or purchase Magic Band to cut down on costs.

Goals & Motivations

Want the trip to be an unforgettable experience

Hoping they can have a fantastic time regardless of the low-budget trip



PERSONAS

The Smiths (Domestic Visitors)

Persona

The Smiths are a family of four consisting of John and Sarah, both in their mid-30s, and their two children, Emma (7) and Michael (10). They live in Atlanta, Georgia in the United States and, enjoys traveling together as a family and experiencing new things.

Goals & Motivations

To have a memorable and enjoyable vacation as a family at Walt Disney World.
To have a convenient and seamless experience while at the theme park.
To create lasting memories and capture moments of their trip.
To experience as many attractions and activities as possible during their stay.

