

# Appendix 8 Customer Personas

For the persona a brainstorm is conducted to think of customer types that fit the market that SITA tries to enter. The most important criteria are that they should be cruise to airline customers, are wealthy and willing to pay for extra services including door to door baggage handling systems. This has been further thought out and resulted into the following personas; 1. Christin Bezos who is a fashion addict and CEO of a startup, 2. Mill Gates who is a married man and retired as a surgeon and 3. Aliya Winfrey who is married, has two young children and works as a Therapist as can be seen in Figure 18. The idea of a customer persona is to try and see company processes, services and systems through the eyes of the customer. For this, creating an accurate customer persona can help accomplishing this and help in understanding the customers habits, behaviors and interests. This way, services are more customer-centric and generate more value for them. It is also easier to market these system/services to customer (Quicksprout, 2018).

## Primary Persona 1

Consumers with financial resources who have enough time for a vacation and would bring lots of check-in baggage



### Christin Bezos

- 36 years old
- CEO of a startup
- Delicate lifestyle, fashion addict
- vacation-oriented

### Quotes

*"I always pack lots of baggage which result in full and heavy bags... It's annoying but I have my favorite Haute Couture Dior dress and a lot of luxurious cosmetics that I can't live without during a trip..."*

### Pain points

- Have a lot of **heavy luggage** to carry on during a vacation and perceive it as a big hassle
- Although she will ask her assistants to carry her luggage, the transfer time and **waiting time** of the luggage are annoying
- She is **worrying** about potential baggage damage

### BIO

She is a co-founder of a start-up; she usually has time to travel 6-7 times a year for multiple weeks since she can work on trips. For each trip she has a budget around € 30,000. Reasons for vacation are mostly enjoyment (relaxing and exploring).

### Goals

- Want to **bring a lot of stuff** during a trip but don't need to handle it and wait herself;
- Want her **'luxurious' baggage to be transported nicely and safely.**

# Primary Persona 2

Consumers that are retired and have much time for traveling. They are not masters of new technology but have a need for high-quality travel



## Quotes

*"I now want to spend my later life meaningfully with several travels every year...But as I'm getting older, I can not handle the rapidly developing technology really well, I often need someone's help..I feel a bit left behind the era even though I am picking a lot of things up quite fast... I don't want to feel stupid."*

## Pain points

- Not a very 'digital' person, sometimes get stuck in new technology
- Not athletic enough to carry on heavy luggage himself for a long time

## Mill Gates

- 62 years old
- Retired, surgeon
- Married to Belinda gates and travels together
- Luxury & convenience
- Relaxing oriented

## BIO

He is a retired real estate investor. So, he has loads of available time and funds for travel. He intends to travel at least 2-3 times a year together with his wife. He has a budget of around € 20,000 for a trip. He goes for his vacation mainly for enjoyment (relaxing and exploring).

## Goals

- Trip should not be too much of a hassle and new technology should be either easily to understand or easy to get help with.
- Release of the stress that carrying heavy luggage brings during the trip

# Primary Persona 3

Consumers which are family oriented and from Middle-to-high income working class



## Quotes

*"I enjoy traveling in my free time with my family. I believe my children will learn new things while traveling. however, sometimes they don't behave that well and taking care of naughty children is not an easy task especially when you need to carry luggage even with the help of the hubby..."*

## Pain points

- Packing luggage for the whole family that fit the travel requirements is not an easy task;
- Taking care of children while carrying heavy family luggage brings extra pressure

## Aliyah Winfrey

- 30 years old
- Therapist
- Married and has two kids
- Need a break from the ordinary, wants family fun

## BIO

She is a therapist. She likes to travel as much as possible once she is on leave. She usually has time to travel 2-4 times a year for about a week. She usually has a budget around 5000€ for a trip for the whole family. She goes for his vacation mainly for family fun (especially for the children).

## Goals

- The rules of the bag limits for family should be clearly informed;
- Having more time enjoy family time and less time as much as possible taking care of luggages

Figure 4. Personas