



# ft.prints

## user personas

By Karen Yao

### Concept Description

A digital, modernized travel journal that streamlines **documenting** and **summarizing** users' travel memories and future trips through flag, photos, duration and geography collection. It can also **record** their passport details and **inform** them of its competitiveness and global ranking (telling whether they need to apply for a visa for a certain country or not).

“Take nothing but pictures, leave nothing but **footprints** and kill nothing but time.”

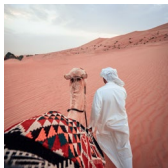
— John Muir (1838-1914), Mountaineer / Aliyyah Eniath, Author (The Yard, 2016)

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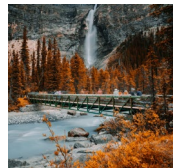


YVETTE M.

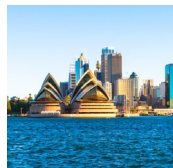
Gallery &amp; Recent Check-ins



Dubai



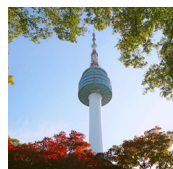
Canada



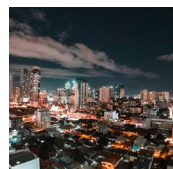
Australia



Japan



South Korea



Philippines

## “I’m a flight attendant. What’s your superpower?”

 Flight Attendant – Philippine Airlines

 Canada

 Female

 Filipino

 24 yrs old

### Background & Everyday Life

Born to a high-ranking officer of the Philippine Navy, Yvette was raised as a lady any parent would have asked for. She is the eldest among three children, so she was the first to get her Bachelor’s degree— majoring in Tourism and Hospitality. She barely got in trouble when she was in University. Part of the reason she took the program was because she found out you get to mix drinks as part of the courses. But the main reason was because she wanted to become a Flight Attendant.

Yvette spent most of her secondary education in Australia because of her father’s work. She fell in love with Sydney at such a young age. Since the family travelled a lot, it was no wonder she fell in love with flying, too.

She’s now in Toronto but her usual routes include Vancouver, Melbourne, Dubai, and, of course, Manila. She’s very contented and happy with where her life is right now and sees herself on the right track.

### Type of Traveler (Personality)

Lively & Optimistic

Wisdom-seeking

Absorptive

Effortlessly fascinated

Idealistic

### Needs

- A calendar and her weather app
- Family time through video or voice call(s) at least once a week
- Her iOS phone and/or DSLR camera for taking unlimited photos

### Motivations

- Still young— knows she has a lot more to learn
- Has very supportive families and friends
- Her siblings see her as a role-model
- The dream of settling in Australia

### Goals

- To become an Attendant at Qantas Airways for the chance to be based in Australia
- To travel at least 50 percent of the world before turning 50 years old
- To bring her family back to Australia and buy a house for them there

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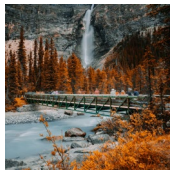


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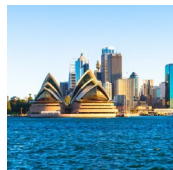
Gallery &amp; Recent Check-ins



Dubai



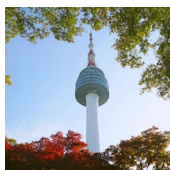
Canada



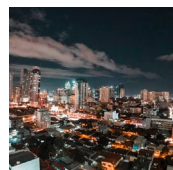
Australia



Japan



South Korea



Philippines

## Scenario

It was only a few month ago when Yvette got promoted to international flights. Today, her usual routes include long, direct flights to Dubai (United Arab Emirates), Vancouver and Toronto (Canada), Sydney and Melbourne (Australia) and Auckland (New Zealand).

Last week while in Toronto and after a 20-hour long shift, her parents called her—her mom screaming, “There’s a sale! There’s a sale! There are flight sales for December!” and told her she wanted to spend Christmas together as a family so she could file for leave as early as February. They haven’t been on a family trip for so long because of the busy schedules of everyone—her dad’s work, her mom’s business, and her siblings’ university studies. While on the call, she was asked which countries she hasn’t been to so that the trip would be unique. She pulls out her phone and scrolls through her Instagram feed to remember; but her body isn’t quite well-adjusted to the long flight hours yet, so she easily got tired scrolling and just answered, “Europe. Anywhere in Europe,” and quickly bid good night to her family.

Her mom instantly booked flights to tour around Spain and Italy. The following day she read her mom’s message about the flights and dates and she realized she has been to Spain, twice! It was to cover for a friend’s shift! She called her mom immediately but since they were sold at a discounted price, they couldn’t rebook it. Yvette could feel it in her mom’s voice that she was a bit sad and mad.

Because of this simple accident, she decided to install a travel journal App that would easily tell her of her previous trips anytime she wanted to know; and she came across **ft.prints**!

She was amazed with the “Scratch-Map-View” feature—wherein it shows you the world map and lights up all the cities you’ve been to. The best part is that you can share it with your family and friends! This way even her mom can see the countries she’s been in without having to dig through her Instagram feed.



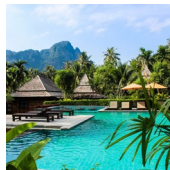


## DEAN R.

### Gallery & Recent Check-ins



Vietnam



Thailand



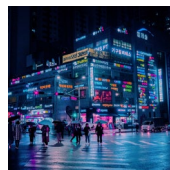
Cambodia



Indonesia



China



South Korea

“The whole world is my country. And who run’ the world?”

 International Recruitment Manager  
– University of Toronto

 China

 Female



Canadian-Iranian

 31 yrs old

### Background & Everyday Life

Dean is a proud Canadian, born to a Persian family. She grew up learning and respecting both cultures to her name. Her multicultural background encouraged her to take on the big-city lifestyle downtown. She graduated with a Bachelors degree in International Relations from the University of Toronto. Because of her volunteer work at UoT’s Centre of International Experience (plus a lot of hard-work), she was recognized and offered a job at their international admissions department. She patiently climbed up the ladder till she was offered a managerial position at the Uni’s Shanghai office because of her exceptional performance.

She now manages international student recruitment and admissions for countries in East and Southeast Asia— of course, while visiting the must-see destinations and going to famous beaches every now and then. She tries to spoil herself in everyway she can.

### Type of Traveler (Personality)

Well-rounded

Sensual

People-focused

Invigorated

Strong & Empowered

### Needs

- At least 3 hours of sleep per day
- Her phone to keep track of her country-hopping job and endless emails
- At least 10% of her time for leisure travels instead of business

### Motivations

- Seeing students get accepted for scholarship grants
- Learning even more about different cultures in the Eastern hemisphere of the world
- Seeing her growth both personally and professionally

### Goals

- To empower students, especially those from developing countries, to become globally competitive by informing them of different ways to gain international exposure and education
- To maintain her successful, professional status as an international manager
- To keep a constant way of updating her family and friends back home

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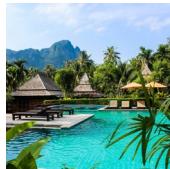


# DEAN R.

Gallery & Recent Check-ins



Vietnam



Thailand



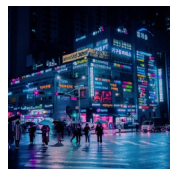
Cambodia



Indonesia



China



South Korea

## Scenario

There was an International Education Fair in Vietnam that the University of Toronto decided to participate in. She wanted to represent the University, herself, because Vietnam was one of their priority markets in Southeast Asia. Her flight just arrived this morning at 8:00 AM and she took an Uber directly to the event venue. She was the booth attendant for six long hours and delivered 4 back-to-back-to-back, 30-minute-each talks— encouraging parents and children to study internationally and talking the benefits of becoming an international student. It wasn't anything new to Dean—she loves her job. This is Dean's usual life.

Now in her hotel room unpacking her stuff and remembering all the meetings she has scheduled for the week with their partner agencies in Vietnam, her stomach suddenly growls. She decides to order a well-deserved bottle of wine and a rib-eye steak for dinner. Dean is a neat person. She likes things in order. After calling the hotel restaurant, she immediately prepared the cash she wanted to give to the hotel staff as tip. She ironed the bills out with her hands and placed it on the small table beside the door and waited for her treat.






While eating dinner and having that fine bottle of wine, she opens her laptop and reads her emails. She sees her email signature and realizes she hasn't changed the address to their Shanghai Office. Typing out the address, she also realizes that she hasn't been to any tourist destinations in China.

She grabs her phone and looks through her (already installed) App—**ft.prints**. She scrolls through the "Timeline view" feature of the App and realizes she's been in China for almost 3 years now and hasn't even gone to any place outside of Shanghai.

She slowly shakes her head, left-to-right, disappointed at herself. She then decides to email her boss, files a leave of absence, and decides that once she returns to Shanghai after Vietnam, she'll take three days off to visit Putuoshan, a nearby island of beaches, hills and temples. She plots this trip on her app, ft.prints, as her other hand pours more wine in her glass and calls it a night.



**“Eat well. Work hard.  
Travel more.”**

 Journalist – Travel Channel  
 Maryland, USA     LGBTQ+  
 Canadian     28 yrs old

### Background & Everyday Life

Atom was a diligent student that landed a great job with the help of his father, who previously worked as an Executive at Bell Media and Discovery, Canada (sister companies of Discovery, Inc.—owner of Travel Channel).

His mother died when he was only 6 years old, but he knows his dad did his best to raise him and his younger sister. He felt very lucky to have a supportive father; however, during his high school years, he realized not everyone is as blessed as he was when he saw his friend, who was also gay, being publicly beaten by his father at school. Apparently, his friend’s family came from a very conservative family from the Middle East. He felt defenseless at that time. This experience empowered him to become a journalist and spokesperson for the LGBTQ+ community.

Today, Atom creates content for the channel’s website and is often assigned to different locations to cover for their Arts, Culture, LGBTQ+ and Solo Travels sections.

### Type of Traveler (Personality)

Perspective-seeking    Inquisitive  
 Critical    Student of the world  
 Cultural explorer

### Needs

- Microsoft word—or any digital tool that would let him type out his thoughts
- His journal
- The photo of his mother in his wallet

### Motivations

- The ever-growing awareness and recognition for the rainbow community around the world
- The desire to help LGBTQ+ individuals and communities who need a voice of their own in countries where said community is yet to be fully accepted or not accepted at all
- His supportive and loving father and sister

### Goals

- To get a full-time job with National Geographic Travel and get international recognition
- To cover and document an extraordinary phenomena that would help the LGBTQ+ community
- To write a book about the cultural differences of how the rainbow community is seen around the world in this generation

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# ATOM A.

Gallery & Recent Check-ins



Hongkong



Nepal



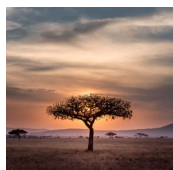
Pakistan



India



Israel



South Africa



## ATOM A.

### Gallery & Recent Check-ins



Hongkong



Nepal



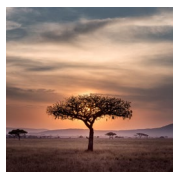
Pakistan



India



Israel



South Africa

### Scenario

Atom was invited to his friends' wedding in Sydney, Australia. He thought it was a good idea because of the perfect timing, since he also wanted to attend the Sydney Gay and Lesbian Mardi Gras—an annual pride march famous in the country, which would be held on the same month.

He arrives at his Airbnb and rests for a while after a long flight. After his nap, he decides to get a cup of coffee at the nearby café recommended by the owner. He packs his laptop in his bag and went on his way.

He arrives at the café and orders a dark roasted, black, iced coffee—just the way he likes it. He takes a seat, enjoys his beverage and opens his laptop to google more about the march so he can better prepare.

A stranger noticed him and introduces himself—he's name is Paul. Atom invites him to sit with him. He's apparently doing his PhD at the University of Sydney.

"I don't mean to be rude, but I saw you looking up things about the parade. Need some help?" Paul asks. Atom responds, "I've had my fair share with pride marches. Is there anything unique about this one that I should know about?"

Paul laughs. "If it's so normal to you, why keep going?" Atom then explains about the book he's writing—about the different ways of how the LGBTQ+ community is treated in different countries—and ends his justification with, "what's a better way than actually experience to get inspired?"

Paul was amazed. He asks what other countries and marches he's been to around the world. Atom pulls out his phone and opens (already installed) App, **ft.prints**. He scrolls through his "memories" and shows Paul the different countries he's been to—showing him photos from different LGBTQ+ experiences from around the globe.





“I’m just any normal guy that likes his job, travelling, and good food.”

 Travel Influencer & Backpacker

 Peru

 Male

 Finnish

 35 yrs old

### Type of Traveler (Personality)

Adventurous  
Open-minded  
Strategic risk-taker  
Flexible & Adaptable  
Genuine

### Background & Everyday Life

Eli’s half-brother is a backpacker who is 12 years older than him. His brother would tell him stories about his amazing trips when Eli was only 11 years old, so Eli naturally grew envious of his big brother.

After finishing his service for the Finnish Defence Forces at 20 years old, he went on his way to backpacking around the world. He started with nearby countries like Norway and Switzerland. He was never a fan of fancy hotels and resorts, so he would only camp out with his friends and watch the Northern Lights together.

Back when Air BnB wasn’t a thing yet, finding a cheap place to rest as a backpacker was tricky so he started sharing how to budget trips wisely online through YouTube and Facebook. Somewhere along the way, he went viral in Finland and its surrounding countries. From there, he got sponsorships and continued to become a travel influencer and entrepreneur.

### Needs

- His backpack
- His toothbrush
- His sponsors
- His wife’s permission
- Food

### Motivations

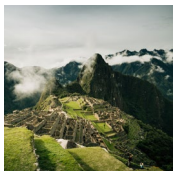
- Traveling to more places than his brother did
- Support from his followers and supporters
- Tasting different types of cuisines from all around the world

### Goals

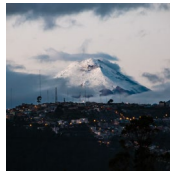
- To write the ultimate budget-friendly guidebook
- To create a channel that would help people who have families still be able to continue travelling
- To travel back to his favorite destinations with his son, once he turns old enough

ELI S.

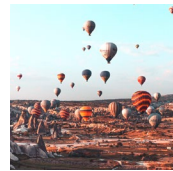
Gallery & Recent Check-ins



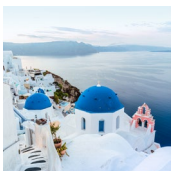
Peru



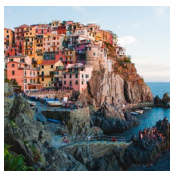
Ecuador



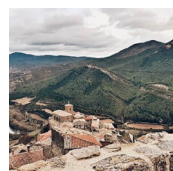
Turkey



Greece



Norway



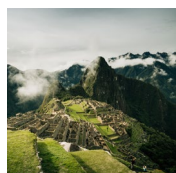
Spain



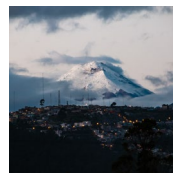


# ELI S.

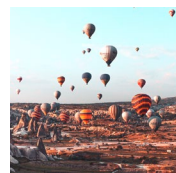
Gallery & Recent Check-ins



Peru



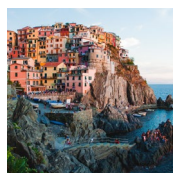
Ecuador



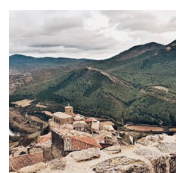
Turkey



Greece



Norway



Spain

## Scenario

On a usual winter Sunday at home, Eli was playing with his son, Matti. He was teaching him the primary colors through their family tablet. He stood up to prepare a snack for Matti, when he noticed the window—just snow falling and his wife arriving from a girls' lunch-out.

His wife, Liisa, entered their home and he gave her a welcome kiss. She shook herself on the doorstep to get rid of the snow on her shoulders. Eli, being the happy-go-lucky person that he is, saw the snow falling and got an idea: "Let's go to Cuba!" Liisa smiled and said, "Are you serious?"

"It's been a few months since my last trip... You haven't been in a trip since Matti was born... And we haven't been on a trip as a family! This could be the first one!"

"Hey! We went to Norway after Matti's first birthday, remember?"

"But that doesn't count! It was only for your best friend's wedding!"

Liisa finally nodded, and after a few more exchange of thoughts, they decided to go to Cuba to celebrate their son's 3rd birthday, three months from now!

He continues to make snacks for the family and thinks of the last time he saw a hot, warm beach. He wonders, so he opens his (already installed) travel App, **ft.prints**, and checks his Timeline—more than a year! It's been more than a year since his feet last felt warm, grainy sand. Excited and relieved, he then plots their trip on the app—Cuba three months from now. After saving, a notice suddenly pops up from the app saying: "Hey! You'll need to apply for a Tourist Card for Cuba! Apply now at [www.travelsto-cuba.org](http://www.travelsto-cuba.org)."

Because of his excitement, he totally forgot about the paperwork needed. Thanks to the app's notification he was reminded of the important stuff a.k.a. the family's Visas. With the help of his wife, and his son's tablet, they filled out the online application together.



End.