

The Flying Pretzel

The flying pretzel is a persona archetype that was created to encompass the user groups who represent Skytrail flyers.



The business traveller

They are the most technologically savvy, socially driven, shared economy smart travelers, who travel for the purpose of work or business

Frequency	Budget
Multiple times a month	\$\$ - \$\$\$

The holidaymaker

Travellers, whose primary motivation is to take a vacation from everyday life. They usually stay at hotels or resorts, relax or go on guided tours and experience local tourist attractions.

Frequency	Budget
Multiple times a year	\$ - \$\$\$

The casual

These are the travellers who challenge the concept of holidaymakers and prefer going to explore new destinations and places at every single opportunity available to them.

Frequency	Budget
Multiple times a month	\$\$ - \$\$\$

User Group Attributes and Goals

Attributes

Flight Preference

Learning about the destination and creating an itinerary

To know about the weather at the destination

To figure out what to take during the trip

To know when to leave for the airport and board the flight

Being updated with the status of the flight

The business traveller

Non-stop flights



The holidaymaker

Non-stop/connecting flights



The causal

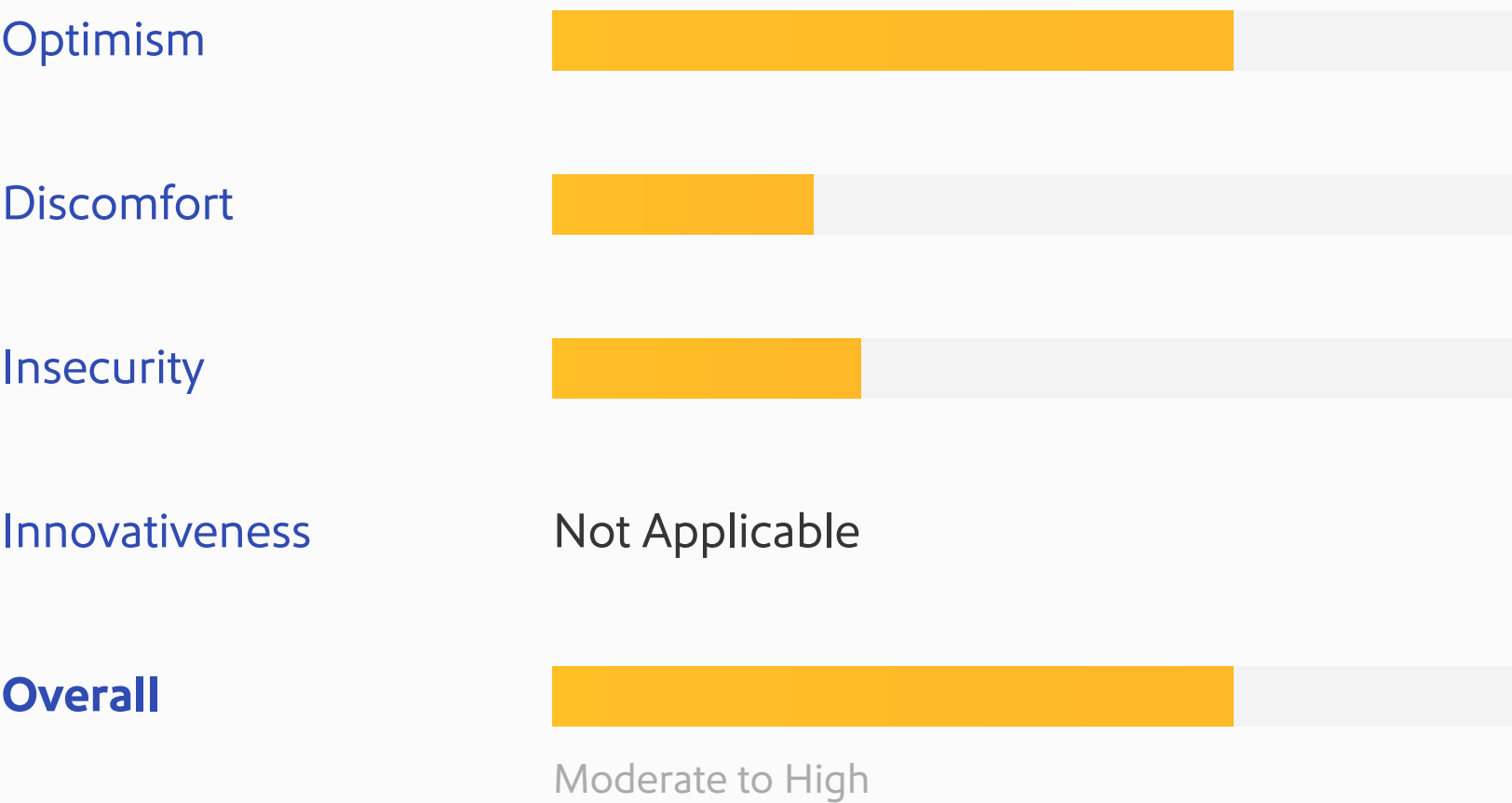
Non-stop/connecting flights



Other Considerations

Technology readiness

This refers to people's propensity to embrace and use new technologies for accomplishing goals in home life and at work. The construct can be viewed as an overall state of mind resulting from a gestalt of mental enablers and inhibitors that collectively determine a person's predisposition to use new technologies.



It's worthwhile to note that most users who would use the application would be voluntarily opting in to try the new features of the application.

Age agnostic

Consider that user's of all age groups would be potential users of the application. Thus driving a need to create an age agnostic experience by promoting independence while using the application

Inclusivity

Consider that the user base will have humans from different walks of life, varying levels of experience and a plethora of expectations.