

# PERSONA: MEET MARGOT!

**Scenario:** Margot uses Booking.com to book hotels. She puts a lot of time and effort into planning in advance, and *enjoys getting recommendations* for activities for things to do. She is also an active volunteer in her local community, donating her time and money directly to causes she has a personal connection to. She recently booked a trip to Barcelona for her birthday with 5 friends.

## GOALS

- Effect change by donating to social causes I feel a personal connection to
- Easily adapt my travel plans to real-time-changes and specific needs

## NEEDS

- Transparency and tracking with my monetary donations
- To be able to resolve booking & reservation issues easily and quickly

## PAIN POINTS

- Resolving in-the-moment issues online takes too long and is not easy.
- Skeptical of making online donations because it's hard to trace

## BEHAVIORS

- Calls customer service instead of using the website when she has a problem because it is faster and easier
- Donates her time and money in-person because it feels like she is making a direct impact



## Margot, 39

Internal Auditor  
for a firm with  
multi-national offices and  
headquarters  
in Denver, CO.

*“I don't know where  
my money is going  
when I donate online.”*