

# USER PERSONAS

Kate Sukpisan - 20 Sep 2015



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## Ms. Tippanee Wiwattana, 35

Music Artist

Bangkok. Single.

“What hooks me is the best value, which I generally calculate as the lowest reasonable price + best service.”

Tip is a rising music artist. She is now trying to gain more fame through a concert tour, which requires lots of travel to different cities and locations in Thailand. When she travels, she prefers Nok Air because the check-in service is faster than Air Asia and the flight is never delayed. She applied for Nok Fan Club membership program as soon as she heard about it. Now she has been a member for a year already and she is pretty much happy with everything. She said that the extra weight luggage limits and telephone check-in are really worth the membership fee (200 Baht). However, since she has a limited budget, she is thinking of switching to Lion Air, which offers a cheaper price but less service.

Technical Comfort Level:



Reason for flying:



Travel Frequency per month:



Brand Loyalty:



Satisfaction:



Goals:

1. To find the best flight with the most convenient pricing, service and flexibility.
2. To find an airline membership program that gives the best offer.

Frustrations & Pain Points:

1. A mobile website is difficult to use compared to a desktop version.
2. There is currently no interesting deals and promotions for a Nok Fan Club member.



## Mr. Mit Sangthong, 54

Construction Business Owner

Bangkok. Married with 2 children.

“Work is my priority and I’m expecting for any service that supports my priority.”

Mit is the owner of Mit Construction Co.ltd, a medium-sized construction company specialized in civil engineering and road construction based in Bangkok. He spends typically 3-4 days at office and the rest of the time at his construction sites outside of Bangkok. When he travels, as he is not comfortable with Technology, his assistant is the one who books the flight for him. Mit prefers Nok Air, Air Asia, or Thai Smile as he lives close to Don Mueng Airport and low-cost airlines are usually cheaper and offers more domestic flights. Mit is also a Nok Air Fan Club member, but he does not know about its benefits and values. He is wondering how could being a Nok Fan Club member enhance his flying experience?

Technical Comfort Level:



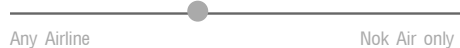
Reason for flying:



Travel Frequency per month:



Brand Loyalty:



Satisfaction:



Goals:

1. To get an instant help or a priority customer service when needed.
2. To make the most use of being a Nok Fan Club member.

Frustrations & Pain Points:

1. The web interface is complicated and it prevents him from using it.
2. The call center is always busy.



## Ms. Pisan Sukpisit, 21

College Student

Chiangmai. Single.

“I love to explore everything including offers that would be the best for me.”

Pisan is a Freshman at school of engineering, Thammasart University. He is originally from Chiangmai and just moved to Bangkok to persue his study in Bangkok. He is considered a frequent flyer traveler. He always has to fly home to visit his family in Chiangmai. Also, he loves to travel with his friends whenever he has a chance. His goal is to visit all cities in Thailand before he turns 30 (Now he got 25 down). He does not have any preferences on airline, but cheaper is better. He often flies with Nok Air since Nok Air promotions are economical. Overall, he has a good impression with Nok Air and he is now considering to apply for a Nok Fan Club membership. What would motivate him would be some exciting deals or travel packages.

Technical Comfort Level:



Reason for flying:



Travel Frequency per month:



Brand Loyalty:



Satisfaction:



Goals:

1. To find the right flight at the best price.
2. To find an airline membership program that gives the best offer.

Frustrations & Pain Points:

1. Nok Air only offers deals and promotions periodically and sometimes they do not match his needs and availabilities.