



Maya Sharma

The Adventurous Explorer

28 yrs

Female

Bangalore

Single

Urban Professional

Software Engineer

Technology Quotient 90%

Comfortable using apps & websites
(Active on social media)

Financial Quotient 60%

Moderate disposable income, prioritises
travel experiences over luxury

Psychographics & Behaviours

1. Adventurous, thrill-seeker, enjoys new experiences, price sensitive
2. Travels 2-3 times a year for short trips (1-2 weeks).
3. Researches destinations based on adventure activities & offbeat locations.
4. Relies on travel blogs & social media for inspiration

Needs & Preferences

1. Seeks unique experiences.
2. Prioritises cultural immersion & outdoor activities
3. Prefers budget-friendly accommodation & transportation.

Pain Points

- Finding destinations with exciting activities.
- Limited time for extensive research.
- Difficulty budgeting for flights within travel timeframe

Booking Insights

1. Flexible travel dates.
2. Prioritises finding cheapest flights possible.
3. Open to exploring different destinations based on deals and recommendations.