

Explorer Emma

The Experience Seeker



ABOUT

AGE 60 YEARS-OLD
GENDER FEMALE
WORK RETIRED
STATUS MARRIED (HUSBAND NOT A PHOTOGRAPHER)
LOCATION UNITED STATES (SUBURBAN)
INCOME MID-RANGE
TRAVEL MULTIPLE TIMES A YEAR

NEEDS & MOTIVATIONS



Enjoys Exploring



Excited by Discovery



Learning Photography

Emma takes photos to capture the emotions of the moment, relive travel memories, and share those feelings with friends and family who are unable to travel or are not as adventurous as her. She only shares those photos with her close circle. Emma loves exploring and gets excited about seeing new places and finding beautiful scenes.

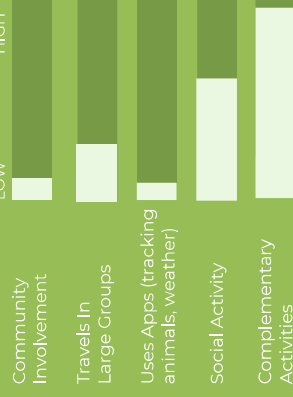
TRAVEL MOTIVATIONS

MAIN GOAL: "Travel, enjoy new experiences, and spend time outdoors."

Emma is passionate about travelling and loves to explore beautiful, remote destinations that offer a range of nature activities (e.g., hiking, kayaking, camping, canoeing, darkskies, etc.).

Photography is a passion and hobby that adds to her overall travel experience, which includes local history and culture, food, sightseeing, etc. Emma is open to a variety of new experiences and wants to explore everything a destination has to offer.

PREFERENCES



PHOTOGRAPHY STYLE

Emma doesn't have a single focus as her preferred subject. She photographs based on her emotions and what she feels is beautiful. While she'll occasionally capture images of wildlife if the opportunity arises, she doesn't have the patience to track them and wait for the perfect shot.

Emma is still learning and improving her skills. She uses a simple camera or her phone to take pictures and will sometimes rent equipment when needed. She loves workshops as they are both a way to improve her photography techniques and discover new destinations with like-minded people.

TRAVEL EXPECTATIONS

Emma sometimes travels alone so she won't hold her family or friends back due to her frequent stops for photography. Safety is always on the back of her mind (e.g., camping close to the visitor centre). She doesn't need luxury, but also doesn't like roughing it. Simple and safe accommodations will meet her needs, while nice-to-have amenities like breakfast, swimming pool, or kitchenette are a bonus.

A group tour will also give her peace of mind when travelling to isolated locations where there is a chance to encounter wildlife. However, Emma is a budget traveller and cost is always a consideration.

ENVIRONICS
PULSE ARCHIVE

Social Values Explorer Emma



IMPORTANCE OF SPONTANEITY

Tendencies to enthusiastically embrace the unexpected and spontaneous events that temporarily interrupt daily routines.



CULTURE SAMPLING

This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.



PERSONAL EXPRESSION

The desire to develop and express one's personality, combined with a desire to communicate in an authentic and sincere manner with others.



EFFORT TOWARD HEALTH

The commitment to focus on diet and exercise in order to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet.



VOLUNTARY SIMPLICITY

Balancing quality vs. quantity in life. The desire to achieve a sense of quality of life combined with the willingness to scale back one's material expectations or concentrate on those things that are truly important in life.



Explorer Emma *The Experience Seeker*

One thing I love really above all else is nature. So, I love going out in nature and hiking. When there's snow, I'll go do snow activities. I enjoy being outdoors more than anything. If I stay indoors for too long I go crazy. I need fresh air.

VERBATIM SOURCE: FEMALE, CAN

I don't have a fancy camera. I just use my cell phone camera, but it takes pretty remarkable photos. I really like travelling and exploring. Especially starting in covid, we started doing a lot of shorter and longer camping trips and road trips, and exploring more beyond our backyard.

VERBATIM SOURCE: FEMALE, US

For me personally, I can't really choose one thing. It's a mix of everything. Like I can't say that it's just solely for photography or solely for sightseeing or other activities. Knowing who I am, I just want to experience everything as much as possible. [...] Photography is a major part of it in comparison to other activities. But I want to be able to do a lot of things. I don't want to just experience one thing. I want to have a whole variety of experiences.

VERBATIM SOURCE: FEMALE, UK

