



Maya Johnson

Age: 48

Education: MS Social Work

Hometown: Richmond, VA

Family: Partner, service dog

Occupation: Therapist

“I don’t need special treatment—just clear, honest details.”

Goals

- Find wheelchair-friendly trails to geysers
- Confirm service dog lodging rules

Frustrations

- Accessibility information is scattered on web & app
- Accessibility info isn't detailed for trails

Adventurer With Disability

Maya uses a lightweight chair and travels with a trained service dog. She checks accessibility first; if details are buried or conflicting, she changes destinations.



Alex Patel

Age: 22

Education: BS Biology

Hometown: Cleveland, OH

Family: Single

Occupation: YELL Park ranger

“I’m new here—help me sound like an expert.”

Goals

- Answer visitor questions confidently
- Quickly locate resources and information

Frustrations

- Duplicate, outdated pages and confusing navigation
- Hidden details about permits and other info
- Visitors knowing more than him about current closures

Rookie Seasonal Ranger

Fresh on the job, Alex leans on the public site for road, wildlife, and permit facts so that he can give visitors accurate answers. He really doesn't like it when visitors ask him questions about a road closure that he doesn't know about.



Yuki Tanaka

Age: 31

Education: BS Tourism Mgmt.

Hometown: Tokyo, Japan

Family: With travel buddy

Occupation: Travel blogger

“Yellowstone is global—your website should be, too.”

Goals

- Plan five-day itinerary in Japanese
- Book in-park lodging quickly

Frustrations

- Limited translated pages
- Confusing imperial units makes it hard to understand travel distances & times

Foreign Planner

Yuki’s audience expects detailed posts, so she needs reliable, fully translated information and clear metric conversions so that she can communicate how large the park is.



Lukas Adler

Age: 59

Education: MFA Photography

Hometown: Hamburg, Germany

Family: Married

Occupation: Retired; wildlife photographer

“I respect wildlife—just tell me how to photograph responsibly.”

Goals

- Capture wolves at dawn
- Confirm legal viewing distances

Frustrations

- Limited information about the best places to see wildlife
- Unsure where he can park along the road

Wolf-watching Photographer

With 600 mm lens in tow, Lukas scours the site for recent sightings, safe distances, and sunrise access rules. He’s happy to adhere to guidelines—if he can find them.



Karen Lee

Age: 40

Education: B.A. Education

Hometown: Madison, WI

Family: 10 yr old autistic son

Occupation: Stay-at-home parent

“If I can set expectations, my son can shine.”

Goals

- Calmly earn Junior Ranger badge
- Avoid sensory-overloading crowds

Frustrations

- Vague activity times
- Quiet spaces are hard to locate

Special-needs Mom

Karen plans around her son’s sensory triggers. She values concise step-by-step Junior Ranger instructions, crowd-level cues, and downloadable materials she can preview in advance.



Jake Martinez

Age: 28

Education: Some college

Hometown: Boise, ID

Family: Single

Occupation: Freelance videographer

“I’ve got weak signal and need to find a room— just give me the essentials!”

Goals

- Quickly check current road status
- Find available lodging

Frustrations

- Spotty cell coverage
- Heavy pages on mobile
- Didn't know to download app or data before arriving

In-park Mobile Visitor

Jake drove in on a whim. Perched at a pull-out with one bar of LTE, he needs fast-loading maps and lodging availability that works on mobile. Staff surveyors flagged the current mobile UX as “worse than desktop,” matching Jake’s pain.



Hannah Simmons

Age: 34

Education: MBA

Hometown: Denver, CO

Family: Partner, 1 toddler

Occupation: Project manager

"I'm organized—if your info isn't, I'll look elsewhere."

Goals

- Lock in campsites six months out
- Build day-by-day itinerary

Frustrations

- Scattered reservation links
- Out-of-date seasonal closures

Meticulous Planner

Hannah fires up spreadsheets each December, booking lodging before it disappears. She revisits the site repeatedly for road-opening dates and dining hours, but duplicate pages and outdated closure info erode her confidence.



**Thomas "Little Bear" Two
Moons**

Age: 52

Education: GED

Hometown: Crow Agency, MT

Family: 3 grandkids

Occupation: Cultural resources
technician

"Yellowstone is our old home. Help me show my grandkids why it still matters to us"

Goals

- Honor ancestors at sacred sites
- Teach grandchildren living traditions

Frustrations

- Limited tribal-perspective content
- Privileges afforded to tribal members unclear & hard to find
- Crowds at ceremonial locations

Tribal Culture Keeper

Thomas drives down several times each summer to pray, gather plants, and share stories with his grandchildren. He wants clear guidance on accessing traditional areas respectfully and explanations of modern park rules in a tribal context.