

JENNY HATHAWAY



Age: 31

Occupation: Travel Blogger

Location: Sydney, Australia

Primary Goal: Plan a trekking trip to Nepal that is well-informed, visually inspiring, and easy to understand.

Jenny Hathaway

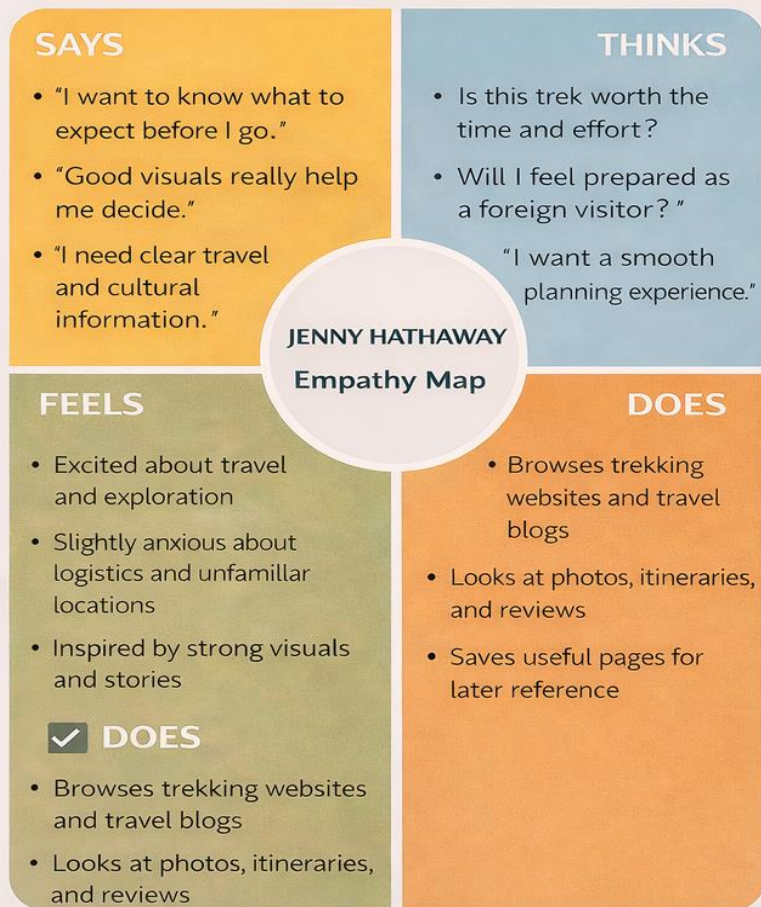
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EMPATHY MAP



User Journey Map for Jenny Hathaway

Stage	User Actions	Pain Points	Opportunities for Website
Discovery	Searches for trekking destinations	Too much scattered information	Create clear overview pages
Inspiration	Looks at images and trek stories	Hard to visualize the experience	Use high-quality images and summaries
Understanding	Reads trek details and requirements	Unclear logistics for tourists	Add travel tips and FAQs
Planning	Saves information for later	Information spread across pages	Provide structured content sections
Confidence	Decides on a trek	Needs reassurance	Use clear explanations and guidance