HOCHSCHULE LUZERN

Technik & Architektur
FH Zentralschweiz

Bachelor-Thesis Wirtschaftsingenieur | Innovation

Persona based Market segmentation for Tragu AG



Abstract

Personas are an important design thinking method that helps companies to understand their targeted customers. In this study, personas are analyzed to explore the profile of a Tragu user. Tragu is a startup with a vision to develop a platform that helps individual travelers plan their trips.

To do this, the company needs to know the customer it is designing for. Therefore, three different groups of users are examined in this study. Qualitative data was collected through 24 interviews and a workshop with potential users. The results of this study include seven different personas for those user groups. From these, the founder selected one persona representing the target segment, the individual traveler.

It was found that information retrieval techniques can help Tragu collect data from users. There are direct and indirect input ways to collect data from users. Furthermore, recommender systems and their algorithms are described, mainly how they learn from user behavior to make tailored suggestions.

Julia Dürler

Dozent*in:

Prof. Dr. Clemente Minonne

Expert*in:
Joachim Liebscher

Wirtschaftspartner: Tragu AG

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