

NADJA

THE NATURALIST

“Doe Bay is a magical place where I can rest and relax completely, and be nurtured and nourished physically, spiritually, and mentally. I love sharing the website with friends and family so they can get a sense of the beauty that is Doe Bay.”



PERSONAL INFORMATION

Age: 27 years old
Profession: Naturopath
Location: Portland, OR
Travel preference: Alone
Doe Bay experience: Return visitor
Lodging preference: Camping

INTERESTS

Lifestyle: Balanced. I like plenty of down time in-between my work, recreation, and volunteer activities.
Favorite activities: Yoga, hiking, meditation, and volunteering.

INTERNET USAGE

Access: Home computer
Website familiarity: I've been to www.doebay.com many times
Social media: I follow Doe Bay on Facebook and through their newsletter.
Favorite web sites:
yoganorthwest.com,
hotspringsenthusiast.com, doebay.com

USER GOALS

- Find out when certain events are happening at the resort
- Make a reservation for a specific camp site
- Find out about volunteering in the onsite garden
- Look over the Doe Bay Café menus

BUSINESS OBJECTIVES

- Give Nadja an engaging online experience so she can continue to evangelize for Doe Bay.
- Continue to provide Nadja with the information she needs to book her regular visits
- Get Nadja to book during the low season

PERSONAL PROFILE

I come to Doe Bay at least once a year, sometimes more often, to retreat from the pressures of the day-to-day grind of city living. I discovered Doe Bay on a group yoga retreat about 10 years ago; my yoga instructor in Portland organized and led the trip, and during that week, I fell deeply in love with Doe Bay. There is something magical about it - the setting, the people, the food, and the energy of the place are intoxicating. I have a favorite campsite that I like to return to when I visit - Warbler. It's secluded, but has great views of Otter Cove. I make a point of coming back as often as I can for as long as I can to nurture my Self, my body and my Spirit.

When I'm not at Doe Bay, I stay connected by following them on Facebook and through their newsletter. This helps me stay up to date on what's happening at the resort, and when might be a good time to visit.

PRIMARY PERSONA: 65% of users have visited doebay.com more than once.

ANDERSON FAMILY

THE ADVENTURERS

“Doe Bay is like a village – always something fun to do, something new to see, and everyone knows who you are. I like that our children are growing up with Doe Bay in their lives.”



PERSONAL INFORMATION

Age: Steve is 41 and Ellen is 38

Profession: Engineer and Teacher

Location: Seattle, WA

Travel preference: With family

Doe Bay experience: Return visitor

Lodging preference: Cabin

INTERESTS

Lifestyle: Active. We have a lot going on throughout the week, but on the weekends, we enjoy getting away and exploring the Pacific Northwest.

Favorite activities: Hiking, kayaking, traveling to learn more about the world and people around us.

INTERNET USAGE

Access: Home computer

Website familiarity: We've been to www.doebay.com a few times

Social media: We follow Doe Bay through their newsletter.

Favorite web sites: shearwaterkayaks.com, orcasislandwhales.com, gonorthwest.com

USER GOALS

- Book our usual cabin online
- Find resources for activities at, and around Doe Bay
- Look at photos of the property
- Read the latest news about Doe Bay
- Find out about amenities in our cabin

BUSINESS OBJECTIVES

- Continue to provide the Andersons with the information they need to book their regular visits
- Get the Andersons to book during the low season
- Get the Andersons to occasionally reserve a table at the Doe Bay Café

PERSONAL PROFILE

Though we have lived in Seattle all of our lives, we only recently discovered Doe Bay. Some friends with kids who go each year invited us to join them for a week a couple of years ago, and our entire family had an absolute blast there! We have three kids under 12 years old and there is truly something for everyone at Doe Bay. My husband Steve and I enjoy taking the kids whale watching, hiking or mountain biking. We also love to kayak and have been introducing the kids to this incredible way to explore the area - our oldest likes to paddle alone and the two younger ones double up in kayaks with us. When we go with other families we trade kid watching so that I can go to the soaking tubs and get a massage while Steve goes parasailing. When we stay at Doe Bay, we like to reserve Children's – it's the perfect sized cabin for our family, and close to the fire pit, General Store (for supplies and the occasional forgotten food staple), and the water.

PRIMARY PERSONA: 43% of those surveyed prefer traveling with their family.

BETH

THE BRIDE

“I want a rustic-style event with all the ease and amenities of a 4-star hotel. I’m really busy, so whatever I need to know for planning my wedding, I want to be able to find it without having to sift through tons of details.”



PERSONAL INFORMATION

Age: 29 years old
Profession: Graphic designer
Location: Vancouver, BC
Travel preference: With my fiancé
Doe Bay experience: First time
Lodging preference: Cabin

INTERESTS

Lifestyle: Busy! My calendar is usually packed with work and social events, but right now, it’s all about planning for our wedding.
Favorite activities: Traveling to try new foods, and to learn about new people and places. I also love hiking, running and going to music concerts.

INTERNET USAGE

Access: iPad (primary) and laptop (secondary)
Website familiarity: First time at www.doebay.com
Favorite websites: theknot.com, mywedding.com, visitsanjuans.com

USER GOALS

- Learn more about what wedding services are offered at Doe Bay (lodging, catering, wedding sites, etc.)
- Look at photos of the resort, wedding sites, etc.
- Find out how to get to Doe Bay

BUSINESS OBJECTIVES

- Get Beth to book her wedding at Doe Bay by giving her the information she needs to make her decision from the web site rather than over the phone
- Promote massage services and soaking tubs
- Attract return guests from the wedding party

PERSONAL PROFILE

Mike and I have been together for four years. We met through our running club - I think he slowed his running pace so we could get to know each other better! We love getting out into the mountains and local trails together, especially running and hiking as well as some camping (though I must admit I prefer the creature comforts of a warm bed and shower!). He proposed to me two months ago during a day hike on Dog Mountain outside Vancouver - it’s one of our favorites. Since then, I’ve been busy planning for our big day.

Mike and I both love the outdoors, and want a low-key wedding in a natural setting where we can enjoy the spectacular views that our region has to offer, so I’ve been researching our options for hosting our wedding somewhere on Orcas Island, but my head starts to spin with all the information that’s out there. I just want photos and the essential services each site has to offer so I can make a good decision.

PRIMARY PERSONA: During June 2011, Doe Bay’s wedding page received 544 hits.