Persona: Richard

Goal: Provide an easy and quick way to filter and find appratments in NYC.

	Find an Appartment search website	Go to Vesta Residence site	Home Page	Search Page	Get appointment	Book after confirmation
TASK LIST	1. Search for the apartments in NYC 2. Read and Understand list of website info	1. Click on vesta residence website link 2. Visit the Vesta residence web site 3. Sign in / register to website	1. Read about Vesta Residence 2. Find benefits about getting an apartments in vesta 3. Navigate to search page	1. Search for apartments in NYC. 2. Filter based on the budget and other conditions	1. Select an apartment and check its features and availability. 2. Enter contact details for appointment. 3. Confirm an appoint on scheduled time	1. Get confirmation notification. 2. Receive a call.
FEELING ADJECTIVE	+ Stressed to go through search + Confused with reviews and user feedbacks	+ Got excited while entering the website + Curious on how the website will provide his needs	+ Annoyed with popping up showing often adds on homes. + Happy to find the banners of top cities to navigate directly.	+ Not satisfied with details shown. + Not much images on selecting an apartment.	+ Annoyed when most of apratments were not available. + Exicited after confirming an appointment to visit.	+ Eager to receive the call for sale person. + Anxious if the apartment would look the same as shown in pictures.
IMPROVEMENT OPPORTUNITIES	- Create a brand for the website to identify - provide users a benefits on member community registration.	- Create a web application for restaurant brand. - Provide more previews of the app visual in play store	- Show the popup only once during login of app.	- Provide options to expand for more details. - Provide image carousal for home preview.	- Provide only the apartments that are available. - Greyout other apartments but make it visible.	- provide e-booklet and free meal coupon on visit. - User feedback after call. - Remind users for membership and loyalty program.