

UI Personas

Customer

Joanne is a middle-aged woman who loves nature and wants to explore the outdoors, but she's not great at using technology and would usually prefer to talk to someone in person. She doesn't have much time to research different tours and would prefer to be able to quickly book them for herself and her family.

Joanne's goals:

- Easy to use interface that doesn't require a lot of technical skill
- Clear instructions and obvious information on all of the tours available
- Ability to quickly book several seats and know quickly if they are available

Staff

Jackie is a 22 year old college student who works at the bus company to support herself through college. She has been working at the bus company for several months but finds the current system clunky and hard to deal with.

Jackies goals:

- Easily be able to create tours without having to think about how to fix errors related to the system
- Be able to manage the data of non-employee users of the system easily and quickly
- Learn the new system with little training time necessary

Bus Driver

John is a 44 year old man who has been a bus driver for most of his life. He has recently been hired by the bus company to drive their tours. He has a lot of free time to drive for the bus company but has very specific times that he is available.

John's goals:

- Be notified immediately when he is required to work
- Have the ability to be unavailable for bookings if he has other things going on
- Easily know which tours and which buses he will be driving on a regular basis