**Name: Rachel Morgan**

**Age: 34**

**Occupation: Marketing Manager at a mid-sized tech firm**

**Location: Seattle, WA**

**Education: Bachelor’s Degree in Communications**

**Income: $85,000/year**

**Demographics & Psychographics**

* **Marital Status:** Married, no kids (yet)
* **Lifestyle:** Active, organized, digitally savvy
* **Personality Traits:** Reliable, detail-oriented, time-conscious
* **Tech Comfort:** High—uses apps and websites for almost everything (banking, groceries, fitness)
* **Values:** Efficiency, transparency, convenience, good customer service

**Behavioral Traits**

* **Booking Style:** Prefers to research thoroughly before committing; compares 2–3 rental websites before making a reservation.
* **Preferred Devices:** 70% mobile (iPhone), 30% desktop (MacBook)
* **Car Usage:** Occasionally rents for weekend getaways, business trips, or when her own car is in for maintenance.
* **Expectations:** Quick booking process, clear pricing (no hidden fees), modern, well-maintained vehicles
* **Frustrations:** Hidden costs, poor mobile UX, long wait times for pickup/drop-off, limited customer support

**Goals & Motivations**

* **Primary Goal:** To find and book a reliable car quickly for short-term needs (1–5 days).
* **Secondary Goals:**
  + Have a flexible cancellation policy.
  + Earn rewards/points for frequent use.
  + Access to hybrid or eco-friendly vehicles.
* **Motivators:**
  + Website/app that shows real-time availability and exact costs
  + Loyalty programs and occasional discounts
  + Fast and responsive customer service

**Pain Points**

* Poorly optimized mobile interfaces that make booking a hassle
* Limited pickup/drop-off locations or restrictive hours
* Unclear insurance options
* Unreliable vehicle descriptions or last-minute vehicle switches
* Inconsistent communication or long wait times for confirmation

**Customer Journey Example**

1. **Trigger:** Rachel’s car is being serviced unexpectedly, and she needs a vehicle for 3 days.
2. **Research:** Searches on Google: “short-term car rental near me.” Opens three sites, compares availability, price, and reviews.
3. **Decision:** Chooses the one with a clean interface, upfront pricing, and option to filter for compact cars.
4. **Booking:** Completes the booking on her phone in under 5 minutes. Receives confirmation email + SMS.
5. **Experience:** Picks up the car with minimal delay; drives it for three days. Returns it easily on a Sunday evening.
6. **Post-Rental:** Leaves a review, earns points. Bookmark site/app for future rentals.

**Preferred Features on Your Site**

* Mobile-friendly design with fast loading times
* Real-time inventory with car images and specs
* Price estimator with breakdown of fees
* Loyalty/rewards system
* Flexible pickup/drop-off times and locations
* In-app navigation or pickup instructions
* Customer support chat or hotline