

User Persona

using the collected data from the targeted users,we created a user persona to understand their primary needs challenges .This helps us to create unique design solutions for thebenefit of the user.



Zainab Hassan

Age	20
Type	Female
Function	Student
Status	Single
Location	Giza

“ I am used to the online service and I usually shop online from applications

About

Zainab Hassan, 20 years old, from Giza Governorate, a student at the Faculty of Engineering,New Mansoura University,Department of Artificial Intelligence, studying track Frontend Developer, she likes to read and walk, she wants rent an apartment near her university because it is far from her family

Needs

- 1-You need an apartment for rent
- 2-She needs an apartment close to her mosque with security because she is far from her family
- 3-You need a room, a living room, a bathroom and a kitchen
- 4-You need a supermarket, a pharmacy and an office

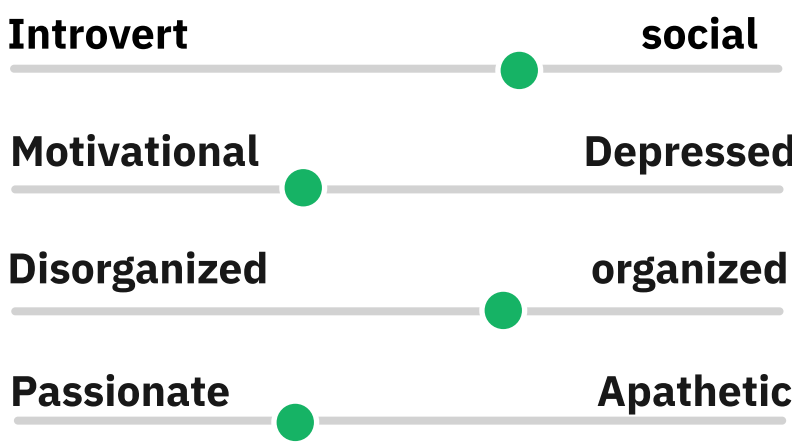
pain points

She did not find the apartment with the same specifications, the broker brought her a friend to live with her, in addition to the fact that the apartment was dilapidated and very old, and the water and electricity remained frequently cut off, and all this was not close to the university, but in the same range, and there was a problem related to insurance If she did not stay in the apartment, they would not return the insurance to her

Goals

You want the apartment with many details and be realistic

Personality



Mona Ragab

Age	48
Type	Female
Function	Housewife
Status	Divorced
Location	Mansoura

“ She is not tech savvy and has not tried using any online service.

About

Mona Ragab, an agriculture graduate and a divorced mother with children, enjoys playing mind games. She is looking for an apartment close to services and schools, offering safety and security for her and her kids.

Needs

- 1-She needs a cheap apartment for rent
- 2She needs an apartment close to her university with security because she is far from her family
- 3-She needs security because she is divorced
- 4-She needs a supermarket, a pharmacy and a bakery

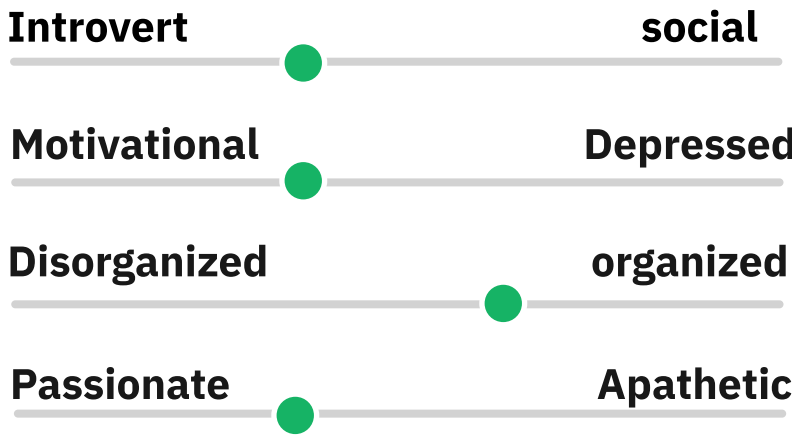
pain points

The electricity meter was old, large amounts had accumulated on it, the deposit had not been refunded, and the apartment was not adequately prepared.

Goals

- 1-Credibility
- 2-Lots of details under each photo in the app
- 3-Security and feedback from previous tenants
- 4-Chat on the app - rate the section and the owner from previous tenants

Personality



Amr Hani

Age	22
Type	male
Function	Student
Status	Single
Location	Mansoura

“ The service is to rent an apartment for study purposes.

About

Student at the Faculty of Engineering, Mansoura University, Graduation year 2025, Age 22, Living in Mit Ghamr, Wants to rent a room due to delays in college appointments and inadequate transportation.

Needs

- 1-Needs a quiet area near the university
- 2-Needs room cleanliness
- 3Needs elevator and air conditioning
- 4-No pets

pain points

- 1-Seller dishonesty
- 2-Cleanliness
- 3-Security
- 4-Lack of adequate services

Goals

- 1-Realistic 3d of the apartment and guarantee your payment process
- 2-Home maintenance services if needed, there is a filter in the search
- 3-Booking Cancellation feature
- 4-Refund at a specific time

Personality

