

# SAMPLE USER PERSONA DESCRIPTION

## 1. BACKGROUND

Cross -Country Travels, a transport company is seeking to improve their services by providing an online booking and check in system, as well as implement flexible payment options in other to increase customer base.

### User Personal Workshop Objectives:

- I. To identify primary users Cross -Country Travels
- II. To create profile (Personas) that represent each of the user groups.
- III. To investigate personas perception and attitudes towards Cross -Country Travels

### Outcome:

List each persona with unique attributes here

1. New Customer
2. Returning Customer
3. Management
4. Admin
5. Customer service representative
6. Accountant

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### 2. USER (CUSTOMER) PERSONAS –

Personality Types	USER PERSONA 1 New Customer	USER PERSONA 2 Returning Customer	USER PERSONA 3 Manager	USER PERSONA 4 Admin	USER PERSONA 5 Customer service Rep	USER PERSONA 5 Accountant
User goals	Online booking and check in Flexible payment option Advance booking	Spread payment Advance booking Online booking and check in	Ensure that project is complete with the acceptable changes required. The system is improved to ensure profitability and ease on staff and customers	To manage both Customers and Users of the system with ease Efficiently generate business report	Reduced in- person booking and check in Attend to customer queries	Reduced cash contacts Track and manage cash receivables
Pain point/concerns	Unable to book and check in online No advance booking option to plan travels Limited payment option	No option to spread payment and make advance booking and check in.	Drop in booking Manual system of operating bookings which is time consuming	Difficulty in managing customer and users of the system information and feedback Tedious way to generate result	Increased in person bookings and check ins. High level of telephone queries.	Risk of Robbery/theft Inability to track and reconcile payment efficiently
Motivation	Ease of booking travels online Convenient check in online Difficulty payment options	Plan for their travel Ease of booking and check in. Ease of payment.	Increase in bookings Increase revenue Increase customer base	Organisation Proper planning Generate report easily Time management	Seamless customer service	Safety of staff and premises Ability to track company receivables

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Personality	Adventurous Spontaneous	Adventurous Spontaneous	Good leadership and management skill Good communication skill	Ability to manage people Attention to detail Organisation Good and effective communication skill	People's person Empathy Problem solving skill	Honest and trustworthy Attention to detail
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- New Customers Use case
  - Sign up
  - Login
  - Select destination
  - Select date and time
  - Book Travels Online
  - Make payment
  - Manage booking online
  - Check in
- Returning Customers Use case
  - Login
  - Select destination
  - Select date and time
  - Book Travels Online
  - Make payment
  - Manage booking online
  - Check in

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- Manager
  - Login
  - View booking and check in history
  - Generate report
  - Manage and update bus schedule
- Admin Staff
  - Login
  - Access online booking
  - Access check in
  - Manage check in
  - Organise and manage company bus schedules
  - Manage customers and users details
  - Generating report
- Customer service rep
  - Login
  - Manage Online booking
  - Manage Check in
- Accountant
  - Login
  - Access Booking
  - Generate sales report