**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:**

1. To identify primary users Cross -Country Travels
2. To create profile (Personas) that represent each of the user groups.
3. 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

**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 |
| 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 |

* 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
* 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