**RIGET ZOO ADVENTURES**

**User Personas**

Existing family visitor

* Account and loyalty: Would log in to view and redeem loyalty points during checkout, because discounts make family visits more affordable and encourage repeat bookings.
* Attraction planning: Would check live schedules, feeding times, and closures to plan the day around children’s favourites, reducing disappointment and wasted time.
* Family ticketing: Would book multiple tickets in one flow with age-based pricing, because a streamlined checkout avoids errors and last‑minute queues.
* Interactive map: Would use a mobile map with wayfinding and facilities (toilets, prams, food), so moving between exhibits is easier with kids in tow.
* Pre‑arrival info: Would review parking, peak times, and food options, helping set expectations and reduce on‑site stress.

Potential weekend traveller

* Hotel comparison: Would browse room types, availability, and dynamic pricing across dates, so they can decide if a stay fits their budget and schedule.
* Package deals: Would view bundled “stay + tickets” offers, because clear value propositions speed up decision‑making for first‑time visitors.
* Visual discovery: Would explore high‑quality photos, highlights, and itineraries to assess whether the experience matches their interests.
* One‑flow checkout: Would book accommodation and tickets together, reducing friction and drop‑off from switching systems.
* Travel guidance: Would check transport links and travel times to weigh convenience against other weekend options.

School trip organiser

* Group booking: Would add large attendee lists, assign ratios, and generate a single invoice, because consolidating admin saves hours of manual coordination.
* Risk and safety docs: Would download risk assessments, safeguarding info, and emergency contacts to meet school policies without back‑and‑forth emails.
* Education packs: Would access curriculum‑linked resources and worksheets to justify the trip’s learning outcomes and prep students in class.
* Itinerary builder: Would create timed schedules (arrival, sessions, lunch) to keep staff and students aligned on the day.
* Communication: Would receive automated confirmations and shareable itineraries for parents and staff, reducing miscommunication.

Zoo staff member

* Fast booking lookup: Would search bookings by name, date, or QR code to resolve guest queries quickly and keep queues moving.
* Live status updates: Would mark exhibits as open/closed and update show times so visitors always see accurate information, reducing complaints.
* Capacity management: Would monitor ticket and event availability to prevent overbooking and smooth peak‑time traffic.
* Knowledge base: Would reference a central info hub (FAQs, policies, accessibility) to answer questions consistently without escalation.
* Issue logging: Would record guest issues and resolutions, creating a feedback loop for improvements and training.

Loyal annual pass holder

* Pass management: Would renew, upgrade, or pause passes online to stay engaged without calling support.
* Exclusive access: Would browse member‑only events and early previews, reinforcing a sense of belonging and status.
* Visit history: Would view past visits and favourite exhibits to get personalised recommendations that keep trips fresh.
* Perks and rewards: Would track benefits (discounts, partner offers) to maximise value and justify renewal.
* Notifications: Would opt into tailored updates about new animals or exhibits to feel “in the know” and plan spontaneous visits.

**Empathy Maps**

Existing Family Visitor

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| Says | Thinks | Does | Feels |
| “I hope I can use my loyalty points. The kids want to see the penguins again.” | “If I plan ahead, the kids will enjoy it. Booking should be quick and stress free. I want to make the most of our day.” | Logs into account, checks loyalty rewards, browses attractions schedules, books, family tickets, uses interactive map on the day. | Excited for the trip, values convenience, reassured when everything is planned. |

Potential Weekend Traveller

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| --- | --- | --- | --- |
| Says | Thinks | Does | Feels |
| “I need to see if the hotel is worth it. What’s the deal for a weekend?” | “I want to book everything in one go, and the attractions need to be worth the trip.” | Browses hotel availability, compares prices, views attraction highlights, books tickets and accommodation together, checks | Curious of how the experience may be. Cost-conscious, motivated by clear value and convenience. |

School Trip Organiser

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| --- | --- | --- | --- |
| Says | Thinks | Does | Feels |
| “I need to get all the paperwork sorted. Group booking should be simple.” | “If I can do this online, it’ll save me hours. The trip must be safe and educational.” | Makes group booking, downloads risk assessments, accesses educational resources, builds itinerary, shares confirmation with staff/parents. | Responsible, slightly stressed, relieved when processes are smooth. |

Zoo Staff Member

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| --- | --- | --- | --- |
| Says | Thinks | Does | Feels |
| “I need to find this booking quickly. Guests shouldn’t have to wait.” | “If the system is faster, I can help more people. Accurate info keeps visitors happy.” | Searches bookings by name/date/QR, updates attraction schedules, checks ticket availability, answers visitor questions using system info. | Proud to help visitors, frustrated by slow systems, motivated to give great service. |

Loyal Annual Pass Holder

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| --- | --- | --- | --- |
| Says | Thinks | Does | Feels |
| “I wonder if there are any new events this month. I hope they keep adding new attractions.” | “Exclusive perks make me want to renew. I like feeling part of the zoo community.” | Checks upcoming events, books member‑only activities, tracks visit history, renews pass online, reads updates on new animals. | Loyal, engaged, disappointed if updates are slow, excited by exclusives. |

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| --- | --- | --- | --- |
| As a… | I want to… | So that… | Acceptance criteria |
| New User | be able to easily set up an account | I can then save time on future bookings and have a smoother experience every time I visit | Account creation is quick and intuitive.  Returning visits require minimal re‑entry of details.  Account setup works seamlessly on both desktop and mobile. |
| New User | explore attractions and ticket options before committing | I can then make an informed decision about visiting | Clear, engaging attraction information is available without login.  Ticket options are easy to compare.  Prices and availability are always up to date. |
| Existing User | Be able to access my past bookings | I can quickly repeat or adapt them without starting from scratch | Booking history easy to find and reuse  Past booking details are accurate and complete  Rebooking process takes no more than three steps |
| Existing User | See the latest attraction updates | I can plan my visit to get the most out of my day | Updates are timely and clearly visible  Changes are highlighted for easy spotting  Information is accessible on both desktop and mobile |
| Staff User | Quickly find guest bookings | I can resolve queries faster and keep queues moving | Search results are fast and accurate  Search works by name, booking reference, or QR code  Booking details include any special notes or requirements |
| Staff User | Keep attraction information current | Visitors always have a reliable experience | Updates appear promptly for visitors  Staff changes are logged with date and time  System prevents conflicting or duplicate updates |
| Admin User | Manage user accounts and permissions | I can ensure the system is secure and users have the right level of access | Admin can create, edit and deactivate accounts  Permission levels can be assigned or changed easily  All changes are logged with date, time and admin ID |
| Admin User | Monitor and update system content | so that visitors always see accurate, up-to-date information | Admin can edit attraction details, schedules, and pricing  Updates are published instantly to the live site  System prevents conflicting or duplicate content changes |
| School Trip Organiser | I want to book for my whole group in one go | so that I can save time and avoid booking errors. | Group booking process is simple and confirms all attendees  Group discounts apply automatically if criteria are met  Confirmation includes a full attendee list and payment details |
| School Trip Organiser | access educational resources | so that I can prepare students and link the trip to learning goals. | Resources are relevant, downloadable, and easy to share  Materials are linked to specific attractions  Files are accessible on multiple devices |
| Loyal customer | Redeem my rewards | so that I feel valued and save money on future visits | Rewards are easy to view and apply  Rewards balance updates instantly after use  Confirmation of rewards used is shown in the booking receipt |
| Loyal customer | Hear about exclusive events | I can enjoy unique experiences others can’t access | Event notifications are clear and timely  Events are marked as “exclusive” for loyalty members  Booking links are included directly in the notification |