

User personas and sitemap

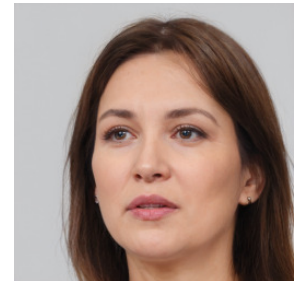
User Personas

User Personas koriste kako bi se prilikom razvoja produkta steklo bolje razumijevanje ciljane publike. One nam daju jasniju sliku o potencijalnim poteškoćama s kojima se korisnik može susresti. To nam omogućuje bolje usmjeravanje prilikom dizajnerskih i funkcionalnih uloga što na kraju dovodi do boljeg korisničkog iskustva.

1. Emily Parker

- **Demographics:**

- Age: 23-30
- Occupation: Entry-level professional or recent graduate
- Income Level: Moderate
- Location: Urban areas, typically in Europe or North America



- **Goals:**

- Find affordable, stylish, and well-located accommodations for short vacations or weekend trips.
- Experience local culture by staying in unique, neighborhood-oriented apartments.
- Discover hidden gems in new cities and try out local food and nightlife spots.

- **Behavior:**

- Typically books trips on short notice (within 2-4 weeks).
- Prefers mobile-friendly booking platforms and fast navigation.

- Values user-generated content, such as reviews and photos, to help make quick decisions.
- Tends to browse during breaks or commutes, so quick access to key information (like price, amenities, and location) is essential.
- **Pain Points:**
 - Difficulty finding places that match their budget and desired style.
 - Frustration with hidden fees or last-minute availability issues.
 - Prefers transparency in pricing and availability.

2. Amit Shah

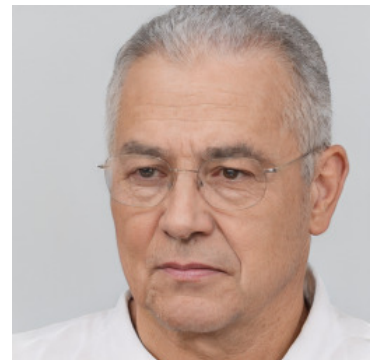
- **Demographics:**
 - Age: 28-45
 - Occupation: Freelancer, remote employee, entrepreneur
 - Income Level: Moderate
 - Location: Often travels internationally, seeks longer stays (1-3 months)
- **Goals:**
 - Find apartments with reliable Wi-Fi, workspaces, and privacy for remote work.
 - Prioritize locations close to co-working spaces, coffee shops, and urban centers.
 - Seek comfortable, well-equipped spaces that feel like home and have the potential for longer-term bookings.
- **Behavior:**



- Searches for stays that are comfortable for extended periods, with flexible cancellation policies.
- Willing to pay a premium for high-quality accommodations that support work-life balance.
- Values customer service responsiveness and flexibility, often using the site for both research and booking.
- Uses desktop for detailed searches but also requires mobile compatibility for updates and travel changes.
- **Pain Points:**
 - Frustration with unclear Wi-Fi details, uncomfortable workspaces, or noise issues.
 - Difficulty finding properties that allow for month-to-month pricing or easy extensions.
 - Concern about having reliable and fast customer support in case of any issues during long stays.

3. Franklin Mitchell

- **Demographics:**
 - Age: 60+
 - Occupation: Retired
 - Income Level: Moderate to high
 - Location: Suburban or rural areas, often in North America or Europe
- **Goals:**
 - Find comfortable, quiet, and accessible accommodations to explore new destinations leisurely.



- Prioritize properties with easy access to scenic spots, cultural attractions, and restaurants.
- Seek peaceful locations with amenities like a full kitchen, nearby grocery stores, and possibly ground-floor access or elevator availability.
- **Behavior:**
 - Books well in advance to allow time for planning and ensure accessibility requirements are met.
 - Uses a desktop to browse and book, often with help from family members.
 - Reads detailed descriptions and relies heavily on user reviews and high-quality images to make decisions.
 - Prefers destinations with easy transportation options or proximity to major attractions, avoiding heavily crowded areas.
- **Pain Points:**
 - Frustration with unclear accessibility information (like elevator availability, ground-floor access).
 - Limited patience for complex booking processes or websites that aren't user-friendly.
 - Concerns over security and a lack of clear information on local emergency contacts or healthcare access.

Sve persone su generirane uz pomoć ChatGPT-a nakon unošenja sljedećeg upita:

Create 3 user personas that would represent target users for my website. Main purpose of the website is vacation apartment bookings.



Creating effective user personas for a vacation apartment booking website involves identifying the types of users who would visit your site, their needs, goals, and behaviors. Here are three personas that could represent target users:

Za slike koristili smo generirane slike sa stranice [generated.photos/faces](#) gdje smo pronašli prikladne fotografije za opisane likove. Razlog tome je kako bi se lakše poistovjetili sa potencijalnim korisnikom i njegovim zahtjevima.

Sitemap

- Pomoću Sitemapa imamo pregled potrebnih stranica i njihove funkcionalnosti te međusobnu hijerarhiju.

