Persona: International Student in U.S. (Car Rental System)

Challenges & Pain Points

1. Limited Budget
   - Cannot afford to buy a new car.
   - Used cars might have hidden repair costs.

2. No Credit History
   - Cannot get an auto loan due to lack of U.S. credit history.
   - Traditional car rentals require a U.S. credit card and large deposits.

3. Need for a Car to Get a U.S. Driver's License
   - Must practice driving before taking the driving test.
   - Needs a car for DMV test day (many states require test-takers to bring their own car).

4. Daily Transportation Needs
   - Commutes from dorm to class.
   - Needs to buy groceries and essentials.
   - Wants to explore the city and nearby states during free time.

5. Difficulties in Reselling a Car
   - If they buy a car, reselling it when relocating is hard.
   - Risk of selling at a loss or not finding buyers quickly.

6. Car Maintenance & Repairs
   - Not familiar with repair costs or trusted mechanics in the U.S.
   - Needs a rental service that includes repair support.

Solution: Student-Friendly Car Rental System

- Affordable Weekly, Monthly, and Semester-Based Rentals
- No U.S. Credit History Required - Use passport, student ID, and debit card
- Driving License Support - Rent for practice & test day
- Flexible Car Return Policy - Easy drop-off if relocating
- Partnerships with Repair Shops - Free or low-cost maintenance support

Pricing Model (Student-Friendly Rates)

- Weekly Rental: $XX

- Monthly Rental: $XXX (discounted rate per week)

- Semester Rental (3-6 months): Special student pricing

- Insurance & Maintenance Support: Included or as an add-on