User personas and information architecture

This document provides comprehensive user personas tailored to a rental platform and a structured sitemap. Each persona addresses specific needs and contexts, while the sitemap visually organizes the platform's content for an optimal user experience.

User Personas for a Rental Platform:

ChatGPT prompt:

Generate a user persona for a busy professional who frequently rents short-term accommodations in urban area, focusing on their goals and frustrations.

Emily Johnson

Age: 34

Occupation: Marketing Manager

Location: Urban area

Personality Traits:

- Organized and detail-oriented
- Prefers efficiency and quick solutions
- Values customer service and reliability

Context-Specific Information:

- Travels frequently for work and needs short-term rentals
- Looks for modern amenities and proximity to business districts
- Use mobile apps for easy booking

ChatGPT prompt:

Create a user persona for a college student seeking budget-friendly rental options, focusing on their needs for shared living spaces and community engagement.

Jake Davis

Age: 21

Occupation: Full-time Student

Location: college Town

Personality Traits:

- Social and outgoing
- Budget-conscious and values deal
- Enjoys exploring new neighbourhoods

Context-Specific Information:

- Often looks for shared accommodations or affordable apartments
- Prefers options that allow for roommate sharing
- Relies on online reviews and ratings to make decisions

ChatGPT prompt:

Develop a user persona for a 67-year-old retired traveler looking for vacation rentals, focusing on their comfort, accessibility needs, and desire for local experiences.

Sarah Miller

Age: 67

Occupation: Retired

Location: Suburban area

Personality Traits:

- Adventurous but values comfort
- Prefers straightforward and user-friendly platforms
- Enjoys engaging with local communities

Context-Specific Information:

- Looks for vacation rentals and longer stays in different cities
- Prioritizes accessibility and local attractions
- Needs clear information on property features and booking policies

Information Architecture for a Rental Platform:

- Property types:
    - Apartments
    - Houses
    - Hotels
    - Vacation Rentals
- Search Filters
    - Location
    - Price Range
    - Amenities (Wi-Fi, Parking, pet-friendly, etc.)
    - Property Size
- User Account Management
    - Profile
    - Booking History
    - Saved Properties
- Support and Resource
    - FAQs
    - Contact us
    - Rental Guides

Sitemap for a Rental Platform:

```
Home
 ├── Property Tipes
 │        ├── Apartments
 │        ├── Houses
 │        ├── Hotels
 │        └── Vacation Rentals
 │
 ├── Search
 │        ├── Location Filter
 │        ├── Price Range Filter
 │        ├── Amenities Filter
 │        └── Property Size Filter
 │
 ├── Account
 │        ├── Profile
 │        ├── Booking History
 │        └── Saved Properties
 │
 └── Support
          ├── FAQs
          ├── Contact Support
          └── Rental Guides
```