

	<b>Name</b>	Jozef Starý	<b>Quote</b>  <i>"I want comfort"</i>	
	Age	65		
	Location	Germany		
	Job Title	retiree		
	Keywords	tourist, relax, healthy life, grandchildren		
<b>Background (Biography)</b>  <i>Jozef is an electric engineer and worked in that profession for 40 years. He's enjoying his retiree days, but never stopped being interested in his craft, nowadays it's just a hobby for him. He's married for 35 years and has three children and two grandchildren.</i>			<b>Behaviours, Skills, Preferences</b>	
			<div> <div> Time <div> lot of <div>▲</div> Busy </div> </div> <div> IT skills <div> Novice <div>▲</div> Expert </div> </div> </div> <div> <div> Patience <div> Small <div>▲</div> Big </div> </div> <div> Cars <div> Novice <div>▲</div> Expert </div> </div> </div>	
<b>Motivations – Be-Goals</b>		<b>Motivations – Do-Goals</b>		<b>Frustrations</b>
<ul style="list-style-type: none"> <li>• spend more time with family</li> <li>• lots of travel</li> <li>• healthy lifestyle</li> <li>• concerned with his hobbies</li> </ul>		<ul style="list-style-type: none"> <li>• rent car on the holiday</li> <li>• fast search of cars by simple parameters</li> <li>• find the most cost effective cars</li> <li>• wants only economical cars</li> <li>• wants rent for more days</li> </ul>		<ul style="list-style-type: none"> <li>• the car descriptions in the webapp are too complicated, they aren't easily understandable for people which are not too interested in cars</li> <li>• be able to rent cars only for short time</li> <li>• with the car search he doesn't able to search for cars for less demanding audience</li> <li>• registration needed</li> <li>• the webapp is oriented for the younger audience</li> </ul>
<b>Ideal Experience</b>				
<ul style="list-style-type: none"> <li>• see photos of car</li> <li>• sorting cars by rating</li> <li>• print voucher on one page</li> <li>• no registration</li> </ul>		<ul style="list-style-type: none"> <li>• preferred contacting by phone number</li> <li>• multi-lang interface</li> <li>• possible to order the car to specific place</li> <li>• intuitive design</li> </ul>		