

USER PERSONAS

Persona 1: Marko “Entrepreneur Looking for New Investments”



Name: Marko

Age: 38

Location: Zagreb, Croatia

Occupation: Entrepreneur

Net Worth: ~4,000,000 EUR

Background: Marko is a successful entrepreneur from Zagreb who grew up near the area where he plans to build his next project. His goal is not just to build a home, but to invest in a high-profile, premium property that can later be rented, sold, or used as a showcase for future investments. He wants a modern, digital-first approach without the outdated, manual hassle typical of construction in Croatia.

Goals:

- Build a high-profile, modern home as an investment

- Keep the entire process centralized and streamlined
- Work with professional, premium service providers
- Save time by automating as much of the process as possible

Pain Points

- Everything is done manually and offline
- Needs to search for every service separately (designers, engineers, permits, builders)
- Lack of digital tools for planning and communication
- Construction companies that are slow to respond or unprofessional

Needs:

- Fast, modern platform with a responsive and intuitive interface
- A centralized place that connects him to all the companies and services needed
- Automated communication, easy comparisons, and fast results
- Reliable and professional contractors

Persona 2: Anna “Retired High Net Worth Foreigner”



Name: Anna

Age: 60

Location: Vienna, Austria

Occupation: Retired (Husband is a well-known banker)

Net Worth: 20M+ EUR

Background: Anna and her husband fell in love with Dalmatian Zagora during a vacation and decided they wanted to retire there. They want a luxurious but traditional stone house with modern comforts, rooted in Mediterranean culture. Money is not an issue — time, trust, and quality are. They are worried about Croatian bureaucracy and do not want to rely on unknown local workers without guarantees.

Goals:

- Build a traditional stone home with modern features
- Move to a quiet village and enjoy Mediterranean lifestyle
- Fully outsource the process with minimal involvement
- Complete the project quickly and reliably

Pain Points:

- Slow and complicated Croatian bureaucracy
- Difficult to oversee construction from Austria
- Bad or unprofessional service from local companies
- Fear of delays, mistakes, or lack of transparency

Needs:

- Ability to track construction progress remotely
- A reliable, verified construction partner guaranteed by the platform
- Full project management without searching for contractors
- Fast construction with high-quality results, no matter the cost

Persona 3: Stipe “Local Family Man Building His New Home”



Name: Stipe

Age: 34

Location: Zagvozd, Croatia

Occupation: Local Clerk

Net Worth: ~200,000 EUR

Background: Stipe recently got married and wants to build a modest but solid home. He has prepared the paperwork and a construction plan and is willing to invest time into coordinating the project — but he is afraid of scams, delays, and unreliable workers. His main priority is safety and quality, even if the project takes longer.

Goals:

- Build a safe, durable family home

- Work with honest and reliable builders
- Finish construction without losing money or nerves
- Stay within his financial limits

Pain Points:

- Fear of scammers and dishonest construction crews
- Workers who stop showing up or do minimal work
- Low-quality craftsmanship
- Hard to find trustworthy recommendations

Needs:

- A verified and trusted construction crew
- Guarantees that deadlines will be respected
- Protection from fraud and extra hidden costs
- Clear communication and progress updates

Card sorting for Marko

Category	Cards Included
Project Planning	3D visualization, investment calculator, permit assistance, house planning wizard
Premium Services	Architects, luxury materials, engineers, interior designers
Automation Tools	Automated communication, progress-tracking dashboard, online contract signing
Company Selection	Compare contractors, reviews, portfolio showcase
Support & Payment	Budget estimator, payment tracking, live chat support

Card sorting for Anna

Category	Cards Included
Full-Service Construction	Key-ready build, verified contractors, guaranteed project manager
Remote Control	Video updates, photo timeline, live dashboard access
Bureaucracy Handling	Permits, legal paperwork, government approvals
Design & Culture	Traditional stone-house architects, interior design, eco material selection
Communication & Support	Multilingual service, concierge support, customer care

Card sorting for Stipe

Category	Cards Included
Safe Contractors	Verified companies, reviews, portfolio, warranties
Budget Control	Cost calculator, payment protection, no hidden fees
Project Tracking	Construction timeline, delay alerts, photo updates
Support	Complaint handling, emergency contact, step-by-step guidance

SITEMAP

HOME

1. About

- How It Works
- Our Mission
- Why Choose Us
- Testimonials
- Contact

2. Finding a Service

- House Design
 - Architectural Plans
 - 3D Visualization
- Construction Companies
 - Verified Contractors
 - Local Builders
- Permits & Documentation
 - Paperwork Assistance
 - Legal & Compliance
- Smart Home & Extras
 - Modern Features

- Eco Solutions

3. Plans & Cost Estimates

- Enter House Details (Size, Location, Style)
- Receive Estimated Timeline & Cost
- Comparing Offers from Companies
- Financing & Budget Options

4. Project Tracking

- Live Construction Progress
- Photos & Reports Uploaded
- Payment Tracking
- Communication with Contractor
- Dispute Resolution Support

5. For Companies

- Register as Service Provider
- Verification Process
- Pricing / Plans
- Tools for Project Management

6. FAQ

- Timeline Questions
- Reliability & Guarantees
- Payments & Contracts

- Safety & Scam Protection

7. Support

- Chat & Email Support
- Complaint / Reporting an Issue
- Contract & Insurance Information

8. Legal

- Terms & Conditions
- Privacy Policy
- Data Protection

USER FLOW

Flow for Marko (Entrepreneur Looking for New Investments)

1. Path: Home > About us > How it works
 - Marko is interested in the idea of the project and screens through the idea behind the project and decides if the idea is what he is after.
2. Path: Project Tracking > Payment Tracking
 - He is interested in how to easily track the financing of the project with his busy work schedule.
3. Path: Home > Enter House Details
 - Marko digs more about the possible customization and availability of various offers, sees the list of all possible offers and contacts one of the contractors.

Flow for Anna (Retired High Net Worth Foreigner)

1. Path: Home > Find a Service > Full Project Management
 - Anna wants to see how automated the project can become and what is the most pain free way of finalizing the project.
2. Path: Project Tracking > Live Construction Progress

- Anna is deeply interested in tracking the construction progress live from her residence in Austria.

3. Path: FAQ > Reliability & Guarantees

- She scrolls through the extra options she can get with premium contractors to get her project done as soon as possible with minimum amount of effort and she will pay top buck for it.

Flow for Stipe (Local Family Man Building His New Home)

1. Path: Home > About > Testimonials

- Delighted by the idea, Stipe is still a bit skeptical and wants to dig more to see if the site is legit or if it looks sketchy.

2. Path: Find a Service > Construction Companies > Verified Contractors

- Stipe is deeply interested who these “Verified Contractors” can be and how safe his project is in their hands.

3. Path 3: Plans & Cost Estimates > Compare Offers from Companies

- He compares the pros and cons of various offers and decides to settle for the one that suits him and his budget the most.

FINAL CATEGORIES (COMBINED FOR ALL PERSONAS)

1. House Design

- Architectural Plans
- 3D Visualization
- Modern / Traditional / Luxury Options

2. Construction Companies

- Verified Builders
- Premium Partners
- Budget-Friendly Local Teams

3. Permits & Legal

- Paperwork Assistance
- Government Approvals
- Legal Compliance

4. Cost & Timeline Estimates

- Input House Details
- Instant Cost Projection
- Estimated Deadlines

5. Comparing Service Providers

- Reviews & Ratings
- Previous Work Portfolio

- Price & Timeline Comparison

6. Project Tracking

- Live Photos & Progress Reports
- Payment Tracking
- Communication Dashboard
- Milestone Alerts

7. Security & Guarantees

- Fraud Protection
- Deadline Guarantees
- Quality Assurance
- Insurance & Warranty

8. Support & Dispute Help

- Chat Support
- Report Issues
- Mediation Between Client & Builder

9. For Companies

- Apply to Join
- Verification Process
- Tools for Managing Client Projects