

Brief Overview of Personas

1. **"The Digital Nomad" (Alex Chen):** A young, tech-savvy freelancer who needs long-term, affordable stays with reliable work amenities (like fast Wi-Fi). He's motivated by cost-saving and living like a local.
2. **"The Cautious Family" (The Miller Family):** A budget-conscious family of four planning their annual vacation. They are motivated by saving money but **prioritize safety, trust, and family-friendly amenities** (like a kitchen and separate bedrooms) above all else.
3. **"The Empty Nester Couple" (Elena & Mateo Ruiz):** A retired, adventurous couple looking for authentic cultural immersion. They are less tech-savvy and value simplicity and comfort. They want to swap their home for a similar, comfortable one in a culturally rich area.

Persona 1: Alex Chen (The Digital Nomad)



"I need a place with good Wi-Fi and a decent desk, but I'm tired of paying a fortune for sterile Airbnb 'offices.' I want to actually live somewhere."

- **Demographics:**
 - **Age:** 28
 - **Occupation:** Freelance UX/UI Designer
 - **Location:** Nomadic; has a "home base" apartment in Berlin, Germany.
 - **Income:** ~\$65,000/year (variable)
 - **Tech Savvy:** Very High. Uses multiple apps to manage work, travel, and life.
- **Personality:**
 - Independent & Adaptable
 - Minimalist
 - Values experiences over possessions
 - Pragmatic & budget-conscious
 - Appreciates good design and usability
- **Context-Specific Information:**
 - **Goals:**
 - Find accommodation for 1-3 month-long stays.
 - Drastically reduce his #1 expense: accommodation.
 - Live in an authentic neighborhood, not a tourist center.
 - Have a reliable, fast internet connection and a comfortable workspace.
 - **Frustrations (Pain Points):**
 - The high cost and fees of long-term Airbnbs or rentals.
 - The unreliability of "Wi-Fi" listed in traditional rentals.
 - The "impersonal" feeling of co-living spaces or hotels.
 - Managing the logistics of renting out his own apartment while he's away.
 - **Why SwapDoor?** Alex sees SwapDoor as a direct solution to his biggest problem. He can "trade" his desirable Berlin apartment for a place in Lisbon or Ho Chi Minh City, saving thousands and getting a fully equipped "home" (with a real kitchen and desk) in return. **Trust** is important, but his main drivers are **cost and practicality**.
 -

Persona 2: Sarah Miller (The Cautious Family Planner)



"Traveling with two kids is expensive and chaotic. I need to know the place we're staying is safe, clean, and has a kitchen. A hotel room just won't work for us."

- **Demographics:**
 - **Age:** 42
 - **Occupation:** Part-time Graphic Designer (manages the family schedule)
 - **Location:** Suburban Minneapolis, Minnesota, USA
 - **Family:** Married (to David, 44) with two children (ages 8 and 11).
 - **Tech Savvy:** Moderate. Uses Facebook, Instagram, and standard travel booking sites but can get overwhelmed by cluttered interfaces.
- **Personality:**
 - Highly organized & a "planner"

- Security-conscious
- Nurturing & family-first
- Value-driven (looks for a good deal but prioritizes safety)
- **Context-Specific Information:**
 - **Goals:**
 - Find an affordable 2-week summer vacation for her family of four.
 - Ensure the swapped home is in a safe neighborhood and is family-friendly.
 - Have essential amenities: a full kitchen (to save money on eating out), laundry, and separate bedrooms for the kids.
 - **Frustrations (Pain Points):**
 - The extreme cost of booking two hotel rooms or a large-enough rental.
 - Worrying that a rental won't be as advertised ("kid-proof").
 - The "unknown" factor of who she is swapping with. She worries about her own home's safety.
 - **Why SwapDoor?** The cost-saving is the initial hook, but the **community and trust features** are what will make her commit. She needs to see verified profiles, clear photos, and reviews from other families. For her, the UI must emphasize **security, verification, and clear communication** with the swap partner.

Persona 3: Mateo Ruiz (The Empty Nester Explorer)



"We've worked our whole lives. Now, we want to see the world—but not like tourists. We want to shop at the local market, cook in our own kitchen, and feel the soul of a city."

- **Demographics:**
 - **Age:** 61
 - **Occupation:** Recently retired (formerly an engineer)
 - **Location:** A comfortable apartment in Buenos Aires, Argentina.
 - **Family:** Married (to Elena, 59); adult children have left home.
 - **Tech Savvy:** Low to Moderate. Uses email and can browse websites but gets frustrated by complex sign-up processes or "too many buttons."
- **Personality:**

- Curious & cultured
- Appreciates comfort and quality
- Community-minded
- Cautious with technology and online payments
- **Context-Specific Information:**
 - **Goals:**
 - Take longer, immersive "bucket list" trips (e.g., 3-4 weeks in Paris or Rome).
 - Experience authentic local culture, not just tourist traps.
 - Travel comfortably on their fixed (retirement) income.
 - Swap their well-cared-for home with like-minded, respectful people.
 - **Frustrations (Pain Points):**
 - Hotels feel "soulless," cold, and impersonal.
 - Finds modern booking apps confusing and is wary of scams.
 - The physical discomfort of staying in small hotel rooms for weeks.
 - **Why SwapDoor?** This platform aligns perfectly with his desire for **cultural exchange and authentic living**. He isn't just saving money; he's gaining an *experience*. For Mateo, the UI must be **simple, clear, and trustworthy**. He will rely heavily on user profiles and reviews to build a personal connection before agreeing to a swap.