# way2live.com ---- Persona Development

*Sep 19, 2017*

Notes: way2live.com is an online platform which enables people to lease or rent short-term lodging. Instead of owning any lodging, we are merely a broker and receive certain service fees from both guests and hosts within every booking transaction.

Executive Summary: The persona development is going to help us to have a deep understanding on what potential customers are really looking for when they are using a hospitality service during travel/vacation

Goals:

* develop a deeper understanding of customer needs and how to solve for them
* help us to create proper features that are able to meet customers’’ demand
* be able to better focus my team’s effort on creating a great product
* prevent my team from wasting time on discussing unnecessary features

Methodology

This persona development should follow the steps below:

1. picture ideal customer for way2live.com
2. consider the specific roles and responsibilities he/she might have during the business transaction cycle (home booking)
3. collect basic demographic information from him/her
4. gathering any key details on his/her preferred features and consumption patterns

Participants Details

Number of Participants: 2

Key attributes: love traveling, young

Recruiting Method: inviting friend that I know much

Team Information

Number of Team Members: 1

Team Members & His/Her Role: Zezhu Jin (Web Developer)

Schedule

Date & Time: September 19, 2017 @ 4:30 P.M.

Location: 225 Terry Ave N, Seattle WA (NEU Campus)

Script

* Welcome – 2 mins
  + Hi, \_\_\_\_\_\_\_\_\_! My name is Zezhu Jin, and I am working for way2live.com, a company which provide hospitality service all over world. We are here with you today is for getting to know more about our customers in order to provide better service in the future
* Collect Demographics – 2 mins
  + How old are you?
  + What’s your education?
  + What do you usually do while traveling out somewhere?
  + What’s your preferred life style, Adventurous or laid-back?
* Asking problems - 10 mins
  + What were the biggest pain points while you were using the hospitality service platform?
  + When was the last time you stayed at someone’s home which was booked through hospitality service platform? which platform you used and how was it?
    - what’s the most appealing about that platform?
    - what could be done to improve that platform?
  + What are the key features that you want way2live.com to have so that you will try it?
* Wrapping up – 1 mins
  + We are almost done with our product, and I think way2live.com will offer you a better solution to help you find a better place to live when you explore the world next time.
  + Thanks a lot for your time today.
* Documenting user feedbacks – 5 mins