

USER PERSONAS

Persona 1: Edward "The Maritime Connoisseur"



- **Demographics:** 68, Male, Retired Shipping Executive, based in Monaco.
- **Income Level:** Ultra-high net worth (>\$50 million).
- **Background:** Edward has spent decades in the shipping industry, owns a superyacht, and collects rare marine vehicles. He is drawn to high-quality, unique items over common luxury options.
- **Goals:**
 - Add exclusive vehicles to his luxury collection.
 - Create a legacy of unique experiences for his family.
 - Access premium, all-inclusive services to manage purchases with minimal effort.
- **Pain Points:**
 - Feels that typical luxury vehicles lack exclusivity.
 - Requires high-touch customer support for logistics and maintenance.
- **Needs:**
 - Detailed information on build quality, engineering, and performance.
 - VIP purchase experience, potentially with family test drives.
 - After-purchase services to handle logistics and upkeep.

Persona 2: Isabella "The High-Seas Lifestyle Influencer"



- **Demographics:** 34, Female, Influencer & Yacht Owner, based in Miami and Ibiza.
- **Income Level:** High net worth (>\$10 million).
- **Background:** As a luxury lifestyle influencer, Isabella uses her yacht for high-profile events. She seeks exclusive assets that stand out on social media.
- **Goals:**
 - Acquire eye-catching vehicles to enhance her brand.
 - Capture and share unique content showcasing the jetcar.
 - Obtain shareable visuals of the jetcar for her followers.
- **Pain Points:**
 - Dislikes overly available luxury items; values exclusivity.
 - Prefers a streamlined purchasing experience that respects her busy schedule.
- **Needs:**
 - Immersive, visually stunning website with dynamic media.
 - Quick, responsive inquiry and purchasing options.
 - Access to high-quality media files for branding and social content.

Persona 3: Marco "The Yacht Captain with a Taste for Innovation"



- **Demographics:** 45, Male, Private Yacht Captain, based in the Mediterranean.
- **Income Level:** Affluent, manages high-value assets for UHNW clients.
- **Background:** Marco manages a superyacht and sources innovations to elevate the onboard experience for guests. He values practicality and safety.
- **Goals:**
 - Recommend innovative water vehicles to clients.
 - Ensure easy operation and safety for guests.
 - Arrange professional maintenance and support.
- **Pain Points:**
 - Limited options for high-performance vehicles that balance luxury and usability.
 - Concerns around ease of use and safety for luxury equipment.
- **Needs:**
 - Detailed breakdowns of features, safety, and user-friendliness.
 - A knowledgeable salesperson for technical inquiries and demos.
 - Reliable after-sales service with streamlined maintenance and integration.

SITEMAP

1. Home

- Hero Section (with high-quality video/image of the JetCar - *Anubis*)
- Quick Access Links:
 - Explore Anubis
 - Schedule a Test Drive
 - VIP Services
 - Contact Us

2. Explore Anubis

- **Overview:** Introduction to the unique qualities of Anubis.
- **Performance & Technology:**
 - Speed and Maneuverability
 - Safety Features
 - Handling and Engineering
- **Design & Customization:**
 - Exterior & Interior Finishes (premium materials, colors)
 - Customization Options (personalized details, finishes)

3. VIP Services

- **Concierge Support:**
 - VIP Contact Options (phone, email, live chat)
 - Personalized Assistance (test drives, customization guidance)
- **Warranty & Maintenance:**
 - Warranty Coverage (scope and terms)
 - After-Sales Maintenance Plans (scheduled service, upgrades)
- **Future Upgrades:**
 - Tech Updates and Enhancements

4. Gallery

- **Photo Gallery:**
 - High-Resolution Images (Anubis in various settings)
 - Interior & Exterior Close-Ups
- **Video Gallery:**
 - Action Shots and Feature Highlights
- **Downloadable Media:**
 - High-Quality Media Files for Social and Press Use
 - Branding Guidelines

5. Schedule a Test Drive

- **Test Drive Options:**
 - Locations for In-Person Demos
 - Concierge Services for Remote Buyers
- **Booking Form:**
 - Contact Information (name, email, phone)
 - Preferred Date and Location
 - Confirmation Details

6. Purchase Inquiry

- **Inquiry Form:**
 - Secure Input Fields for VIP Information
 - Customization Preferences (color, materials, features)
- **Payment & Financing:**
 - Financing and Payment Options
 - Privacy and Security Policy for Transactions
- **Purchase Process:**
 - Step-by-Step Guide from Inquiry to Ownership

7. Contact Us

- **Direct Contact:**
 - Priority Line and Email for VIP Inquiries
 - Instant Chat for Quick Assistance
- **Sales Representative:**
 - Personalized Sales Contact Information
- **Media & Press Inquiries:**
 - Contact for Influencer and Media Collaborations

The **Quick Access Links** on the Home page typically prioritize the most immediate, high-interest actions that users might take based on the personas' top goals and common behavior.

Here's a quick breakdown:

1. **Primary Interest:** The links to "Explore Anubis," "Schedule a Test Drive," "VIP Services," and "Contact Us" match core, action-oriented needs. For example, "Explore Anubis" introduces the product directly, "Schedule a Test Drive" appeals to those ready for a deeper look, and "VIP Services" shows exclusive offerings. "Contact Us" addresses both sales inquiries and support, important for all personas.
2. **User Flow Focus:** Personas like Isabella and Marco often need quick actions, such as accessing visuals or asking technical questions, which is why the quick links don't cover every page—just those with highly immediate actions.
3. **Navigation Completeness:** The full navigation bar, which could be displayed at the top of the page, would still include the complete list of pages, such as **Gallery** and **Purchase Inquiry**. These links are accessible for users who want to explore further but aren't included in the **Quick Access Links** to reduce initial clutter and help drive users toward top actions.

USER FLOW

Flow for Edward (The Maritime Connoisseur)

1. Path: Home > Explore Anubis > Performance & Technology

- Edward reads through specifications on performance, handling, and engineering, then navigates to VIP Services for more details on customization.

2. Path: VIP Services > Concierge Support

- He reviews concierge and warranty services, ensuring they match his expectations for seamless ownership.

3. Path: Schedule a Test Drive

- Edward arranges a private, family-friendly test drive via the booking form, completing his research.

Flow for Isabella (The High-Seas Lifestyle Influencer)

1. Path: Home > Gallery > Video Gallery

- Isabella explores high-quality action shots and downloads media files from Downloadable Media for social sharing.

2. Path: Explore Anubis > Design & Customization

- She checks customization options, ensuring the Anubis design will align with her brand's image.

3. Path: Purchase Inquiry

- She submits a secure inquiry form to initiate a fast-track purchasing process, prioritizing her busy schedule.

Flow for Marco (The Yacht Captain with a Taste for Innovation)

1. Path: Home > Explore Anubis > Performance & Technology

- Marco reviews technical specs and safety features, focusing on usability for non-technical guests.

2. Path: VIP Services > Warranty & Maintenance

- He explores maintenance and upgrade plans to ensure long-term ease of integration with his client's yacht.

3. Path: Contact Us > Sales Representative

- Marco reaches out to a sales representative for further technical clarifications and possible on-site demonstrations.

FINAL CATEGORIES (COMBINED FOR ALL PERSONAS)

1. Discover Anubis:

- Overview, Performance & Technology, Design & Customization

2. VIP Services:

- Concierge Support, Warranty & Maintenance, Future Upgrades

3. Gallery:

- Photo Gallery, Video Gallery, Downloadable Media

4. Schedule a Test Drive:

- Test Drive Options, Booking Form

5. Purchase Inquiry:

- Inquiry Form, Payment & Financing, Purchase Process

6. Contact Us:

- Direct Contact, Sales Representative, Media & Press Inquiries