


Class project 2

Create User Personas (3)

1. Frequent Traveler Sarah

Basic information



Sarah
"Frequent Traveler"

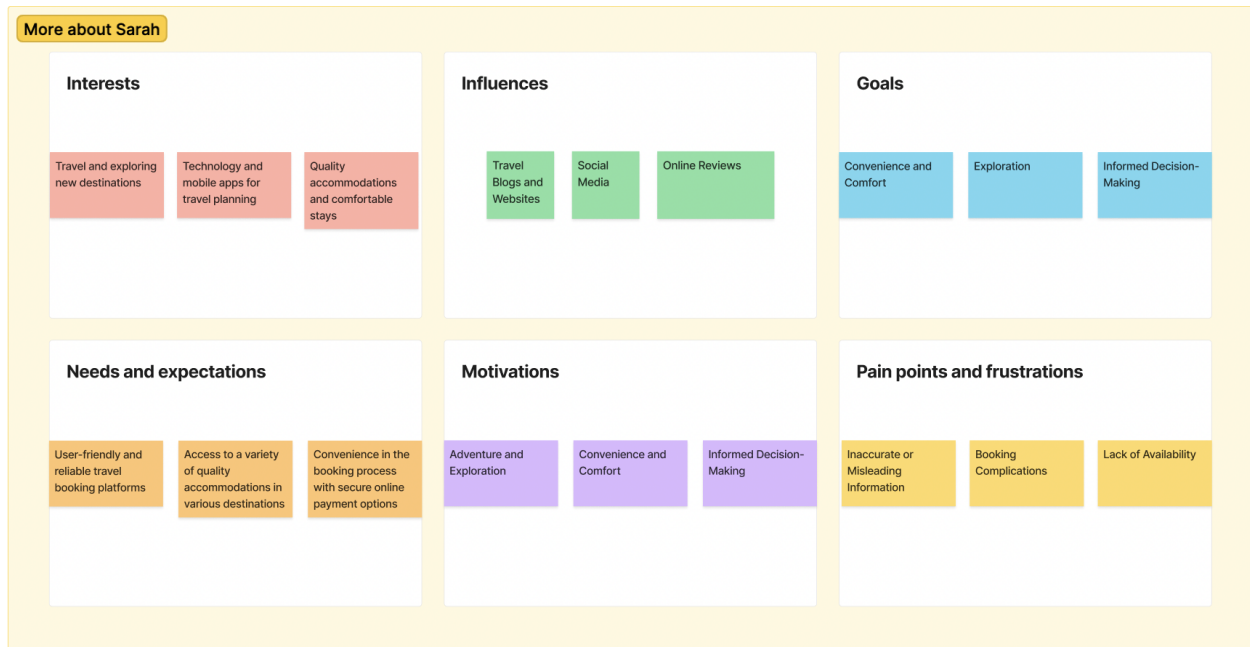
- 32
- Marketing Manager

Bio

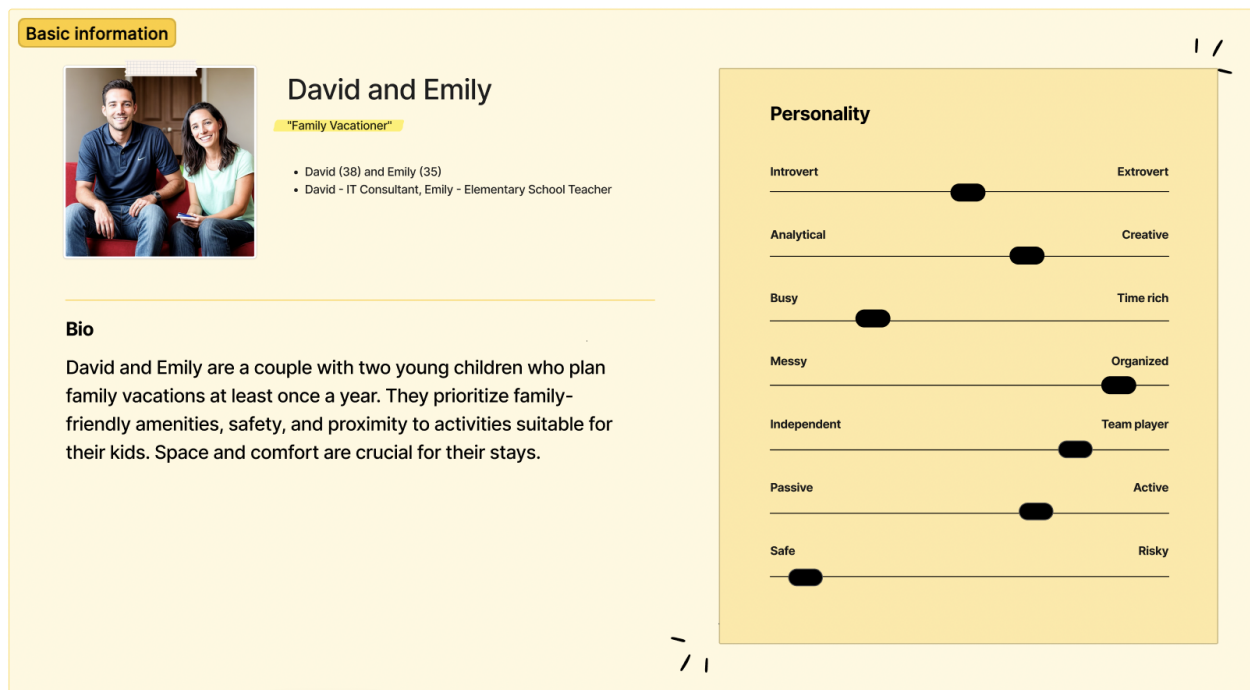
Sarah is a frequent traveler, both for business and leisure. She values convenience and comfort during her trips. She's tech-savvy and enjoys exploring new destinations. Finding quality apartments for her stays is essential, and she appreciates user reviews and convenient booking options.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

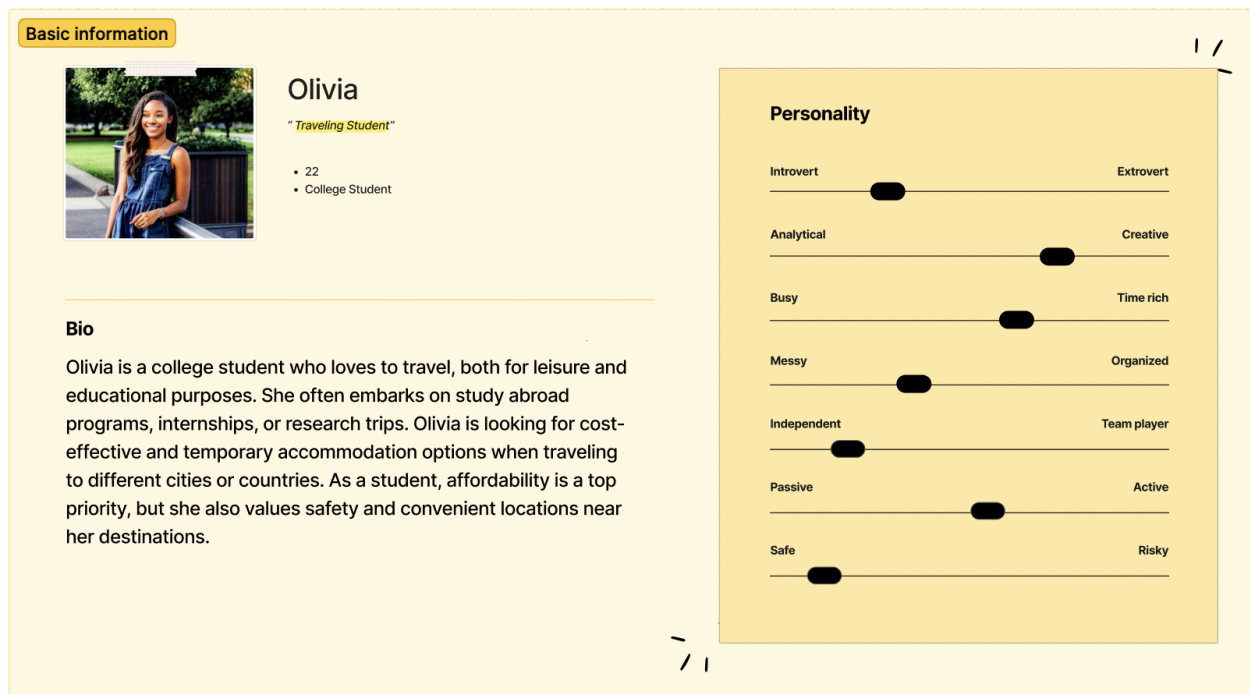


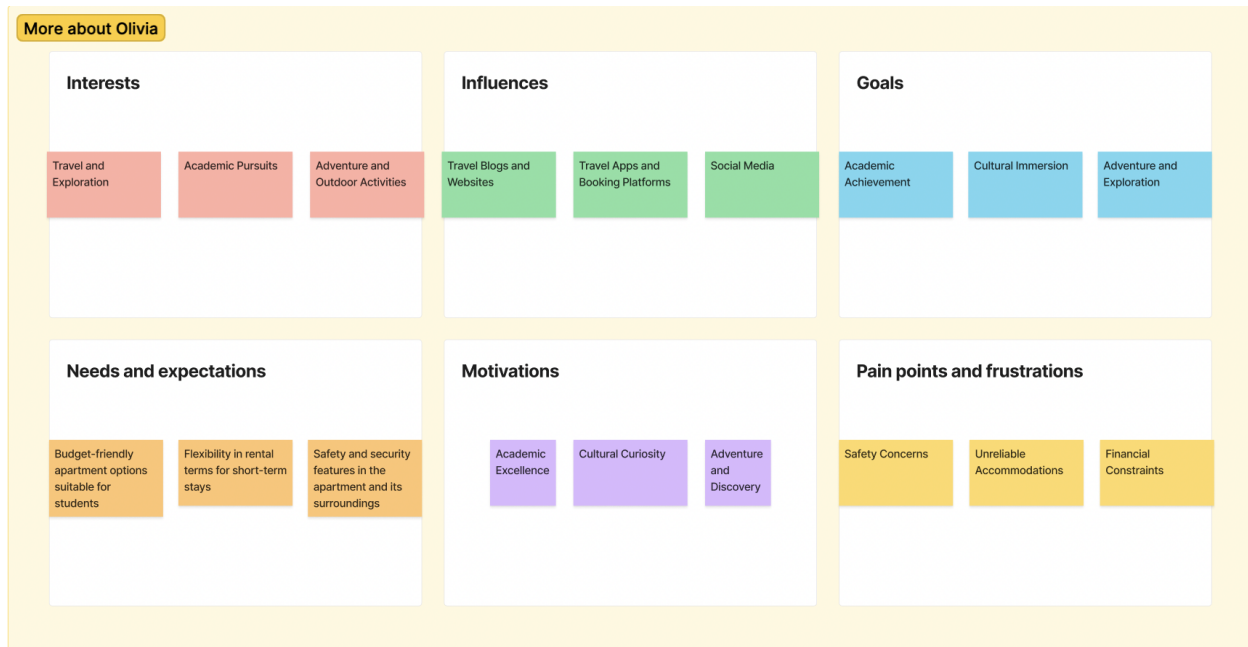
2. Family Vacationers David and Emily





3. Traveling Student Olivia





Information Architecture and Card Sorting

Potential categories for a web page dedicated to booking apartments:

- Search Apartments
- Apartment Listings
- Featured Apartments
- Bookings & Reservations
- About Us
- Contact Us
- FAQs
- Terms and Conditions
- Privacy Policy
- User Reviews
- Special Offers

- Property Management Services
- Blog/Articles
- Customer Support

Persona 1 - Sarah (Frequent Traveler):

1. *Explore:*

- Search Apartments
- Featured Apartments
- Blog/Articles
- Apartment listings

2. *Book & Manage:*

- Bookings & Reservations
- User Reviews
- Special Offers
- Property Management Services

3. *About & Support:*

- About Us
- FAQs
- Contact Us
- Customer Support

4. *Terms & Privacy:*

- Terms and Conditions
- Privacy Policy

Persona 2 - David and Emily (Family Vacationers):

1. *Explore:*

- Search Apartments
- Featured Apartments
- Special Offers

2. *Book & Manage:*

- Apartment Listings
- Bookings & Reservations

3. *Learn & Connect:*

- About Us
- FAQs
- Blog/Articles
- User Reviews

4. *Contact & Assistance:*

- Contact Us
- Customer Support

5. *Policies & Services:*

- Terms and Conditions
- Privacy Policy
- Property Management Services

Persona 3 - Olivia (Traveling Student):

1. *Explore:*

- Search Apartments
- Featured Apartments
- Special Offers

2. *Book & Manage:*

- Apartment Listings

- Bookings & Reservations
- Property Management Services

3. *Get Informed:*

- About Us
- FAQs
- Blog/Articles

4. *Support:*

- Contact Us
- Customer Support

5. *Legal & Feedback:*

- Terms and Conditions
- Privacy Policy
- User Reviews

Combined resulting categories for all personas:

1. *Explore:*

- Search Apartments
- Featured Apartments
- Special Offers
- Blog/Articles
- Apartment Listings

2. *Book & Manage:*

- Bookings & Reservations
- User Reviews
- Property Management Services

3. *About & Learn:*

- About Us
- FAQs

4. *Contact & Assistance:*

- Contact Us
- Customer Support

5. *Legal & Policies:*

- Terms and Conditions
- Privacy Policy

Sitemap

