

User Personas for the EscapeRoom Web Application

Persona 1 – *Petra Kovačević, the Escape Room Enthusiast*



Age: 26

Occupation: Marketing Specialist

Location: Zagreb

Tech Proficiency: High – frequently uses mobile and web apps for entertainment and planning

Description:

Petra loves fun group activities that challenge her and her friends. She often searches online for new escape rooms, reads reviews, and books sessions in advance.

Goals:

- Quickly find and book available sessions online
- Compare rooms by difficulty, theme, and visuals
- Get instant confirmation after booking

Frustrations:

- Poorly designed websites and unclear navigation
- Incomplete or outdated room information
- Lack of mobile-friendly interfaces

Motivation:

Wants a smooth, modern booking experience that saves time and provides all information in one place.

Persona 2 – *Lucija Marin, the Escape Room Owner*



Age: 22

Occupation: Escape Room Owner

Location: Split

Tech Proficiency: Medium – comfortable using digital tools, but not a tech expert

Description:

Lucija runs a small escape room business with three themed rooms. She currently handles most bookings manually and wants to simplify her workflow through an online system.

Goals:

- Automate and centralize booking management
- Track availability and schedules in real-time
- Reduce human error and double bookings

Frustrations:

- Time lost handling calls and manual updates
- Difficulties keeping track of multiple reservations
- Lack of user-friendly business dashboards

Motivation:

Lucija wants an intuitive platform that's easy to manage and helps her grow her business without extra technical complexity.

Persona 3 – *Ivan Perić, the Casual Local Player*



Age: 58

Occupation: High School History Teacher

Location: Zadar

Tech Proficiency: Low – uses a smartphone mainly for calls, messages, and basic browsing

Description:

Ivan enjoys spending time with family and occasionally tries new group activities. His daughter suggested they try an escape room. He prefers simple websites without complicated steps or sign-up requirements.

Goals:

- Easily browse and understand available rooms
- Make a reservation without creating an account
- Get a confirmation by SMS or email

Frustrations:

- Complex navigation or too many form fields
- Unclear instructions or missing contact info
- Websites that are not intuitive for beginners

Motivation:

Ivan values simplicity and clear communication. If the website is easy to understand and trustworthy, he's likely to use it again and recommend it to others.

Information Architecture

Home / Landing Page

- Featured Rooms
- Quick “Book Now” button
- How it Works (simple explanation)
- Testimonials / Reviews
- Contact info preview (location, phone)

Login / Registration

- Login
- Register
- Forgot Password

Rooms

- List of rooms
- Filters:
 - Difficulty
 - Theme
 - Number of players
- Room Details Page
 - Description
 - Prices
 - Images
 - Difficulty & capacity
 - Duration & pricing

- Availability
 - Book button
 - Ratings & reviews
-

Booking System

- Choose room
 - Select date & time calendar
 - Enter contact info (for non-registered users)
 - Payment options
 - Confirmation (email/SMS/account)
 - Option to cancel / change reservation
-
-

Blog

- What is an escape room?
 - Age & group size rules
 - Safety information
 - Arrival instructions
 - Cancellation policy
 - Accessibility info
-

Contact & Location

- Google map
 - Phone & email
 - Opening hours
 - Social media
-

Owner Admin Panel (for Lucija)

- Dashboard (today's reservations, quick stats)
- Calendar view
- Manage reservations
- Manage rooms (edit descriptions, photos, availability)
- Reports (visits, occupancy %, revenue — basic)

Settings (for registered users and owner)

- Profile
- Notifications
- Language preference
- Security (password reset)

Card Sorting

Persona	Main Needs
Petra	quick room search, filtering, visual preview, instant booking
Lucija	reservation management, calendar, simple admin panel
Ivan	simple navigation, no registration, clear information and instructions

User-Centered Card Sort

1) Quick Access & Booking

- Home / Landing (Petra, Ivan)
- Room list + filters (Petra, Ivan)
- Room details (Petra, Ivan)
- Book now button (All)
- Booking flow (All)
- SMS/email confirmation (Ivan)

2) Browse & Learn

- Blog (Ivan)
- Prices (All)
- Reviews (Petra)
- Contact info (Ivan)

3) Reservation Management

- Change / cancel booking link (All)
- Calendar availability (All)

4) Admin / Business Tools

- Reservation dashboard (Lucija)
- Calendar & schedule (Lucija)
- Manage rooms & info (Lucija)
- Reports (Lucija)

5) Account / Settings

- Optional login/register (Petra, Lucija)
- Profile & security (Petra, Lucija)

Summary

Persona Benefit

Petra Fast, modern booking, filters, visuals

Lucija Simple admin panel, real-time calendar, easy management

Ivan Easy navigation, no forced registration, clear instructions

Sitemap

