

Personas



Dewi
Tourist



Dewa
Businessman



Budi
Groom

| Goal |

Seeking cheap cars
for rent on vacation

| Goal |

Seeking elegant
cars for his business

| Goal |

Seeking the best
cars for a wedding

| Motivation |

Simple design with
clear information on
the page

| Motivation |

Simple design with
clear pictures on
the page

| Motivation |

Simple design with
unique colours on
the page

| Frustration |

Interface is too
simple and unable
to sort according to
price

| Frustration |

Not colourful, too
simple, and not
eye-catching
enough

| Frustration |

Too much
unnecessary
information just to
rent a car