Personas

# http://www.sportsmansdaily.com/images/headlines/bowler.jpgGurli-Margrethe

* Role: Bowling player / online user
* Motivation: Impaired hearing, so online reservation is easier
* Usage:
  + Creates reservations online
  + However, due to her age, she does not really trust technology, so double and triple checking the reservations are crucial
* “Consequence”:
  + easy dashboard access to show latest reservations, so user login system

# http://www.socialnomics.net/wp-content/uploads/2008/09/erik-qualman-big.jpgErik

* Role: Online user, infrequent bowler
* Motivation: Get everything done in 1 minute
* Usage:
  + Just needs any reservation to go through quickly on any site he visits
* “Consequence”: As few clicks as possible in the system

# http://www.fritidsbutikken.dk/files/billeder/2007_Flemming.jpgFlemming ”The wizard”

* Role: HR person, responsible for organizing company outings / parties
* Motivation: Make sure that outings for many people are possible
* Usage:
  + Always in good time with the reservations
  + Has very specific needs, i.e. X people arriving at Y date, needs beverages, food etc.
  + Shops around to find the “best fit”
  + Usually patient, so getting through the system is not a priority
* “Consequences”:
  + Lane scheduling must allow connected lanes so that the group is together at all times
  + Package deals, with lanes, food, and beverages included
  + Perhaps signup with “upgrade to company account” to support direct invoicing



# Jason

* Role: “Pro” bowler
* Motivation: Bowl a lot at the same venue with the same attendants
* Usage:
  + Bowls very frequently (could be at the same day with X weeks intervals)
  + Prefers few players per lane
* “Consequences”:
  + Having to enter personal information each time is a hassle (so need for user signup system)
  + Dashboard with latest orders and the ability to “rebook” a previous booking. I.e. an booking for last Thursday could be turned into a booking for the next coming Thursday

# Employees

Easy lane scheduling and sales of addons (drinks etc)

# Managers

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# “The board”

BUSINESS INTELLIGENCE