

Persona 1: John Parker (Customer)

- Age: 35
- Occupation: Business Consultant
- Tech Savviness: Moderate
- Location: New York, USA
- Needs & Goals:
 - Rent cars for business trips conveniently.
 - Quickly find available cars within his budget.
 - Prefer secure and easy online payment.
 - Need flexibility to modify or cancel bookings.
- Pain Points:
 - Long wait times at rental offices.
 - Difficulty in finding cars at preferred locations.
 - Unclear pricing and hidden charges.

Persona 2: Sarah Lee (Admin - Rental Company Manager)

- Age: 42
- Occupation: Fleet Manager at a Car Rental Company
- Tech Savviness: High
- Location: Los Angeles, USA
- Needs & Goals:
 - Efficiently manage car availability and pricing.
 - Keep track of bookings and customer accounts.
 - Ensure cars are in good condition before renting.
 - Optimize fleet utilization and reduce idle cars.

- Resolve customer complaints quickly.
- Pain Points:
 - Manual tracking of bookings leads to errors.
 - Difficulty in managing car availability during peak seasons.
 - Customers often request last-minute modifications, causing scheduling issues.

Persona 3: Michael Gomez (Driver/Delivery Agent)

- Age: 28
- Occupation: Delivery Driver for Car Rental Service
- Tech Savviness: Moderate
- Location: Miami, USA
- Needs & Goals:
 - Get clear information about pick-up and drop-off locations.
 - Plan deliveries efficiently to minimize delays.
 - Update the system in real-time on delivery status.
 - Communicate easily with customers if needed.
- Pain Points:
 - Unclear customer details or incorrect addresses.
 - Last-minute changes in delivery schedules.
 - Difficulty in tracking multiple deliveries in one day.