

### **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.
  - Wants a reliable customer support system in case of issues.
- 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.