**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.