Users

Actor:

Travel researchers, freelance workers.

User role:

Travel browser

Van renter

Car renter

Online payer

Impatient renter

User profile:

Repeat customers, people searching for car and van rentals, business travellers on a weekly basis.

Researching prices, location and availability of transport, paying online, joining membership, contacting to enquire or complaints etc.

Computer skills basic to very good, English not always first language.

Typical customers have driver’s licence, bank cards, research car and van for sale and insurance. Research modes of transport. Can be repeat customers.

Persona:

Arthur, age 30 to 40, young family, works as professional Stonemason and needs to travel to different parts of the country and bring two or three workers with him. Will need to rent van frequently, will be paid for by main boss so will need some form of receipt. Requires two to three seated van and room for tools. Could also be a possible customer for car rental for trips with family.