PROTO PERSONA

NAME

Carla Cabras

DEMOGRAPHICS

age 30/40

lives in a touristic place

high-school/degree

co-host in holiday properties

pub owner

colourblind (protanpia)

BEHAVIOURS

loves reading, swimming and surfing

owns a pub which she runs mainly in winter

manages 10 holiday properties mainly from April to October

works in close contact with customers (clients at the pub and guests during summer holidays)

is used to work in italian, english, french and spanish

is used to manage pub/properties bookings online and to edit her pub's website through website building platforms

NEEDS AND GOALS

needs to manage bookings easily and in real time

needs to manage bookings coming from different booking platforms

needs a simple design and easily readable web pages

needs more free time

wants to expand her houses portfolio