

User Personas

Get to know the users...



What are personas?

"A persona is a realistic character sketch representing one segment of a Web site's targeted audience." ___Steve Mulder & Ziv Yaar, *The User is Always Right*

Personas provide a key tool to set the tone for development. They are archetypes of actual users, drawn from researching real people doing real things. The UX team creates personas in such a way that they help designers, developers, and technical communicators focus product development on these users.

Who are the Web Release I Personas?

Julianne the Leisure Traveler

Julianne and her family take several fun trips a year...often to visit family, but sometimes just on their own.



Steve the Savvy Traveler

A hard-traveling business road warrior, Steve stays in hotels and motels across his sales territory.



Tracey the Travel Agent

Finding the best deals for clients while looking for good commission rates drives Tracey.



Nate the NASCAR Fan

Whatever the vacation, he tries to tie it into a NASCAR race...and get some points for it.



Chris the Corporate Traveler

Spending many weeks in hotels, he's looking for the best hotels that meet his company's travel policies.



What are the Sources?

- Meetings with business stakeholders and user representatives
- Wunderman User Experience research (usability study)
- Hitwise demographic survey
- Harley-Davidson demographic data
- NASCAR demographic data
- Research on hospitality & travel trends
- Stays in Best Western properties

Julianne the Leisure Traveler

"I want our trips to be fun, safe, and not too expensive."



User Goals

Julianne comes to the site to...

- Book visits to family
- Find vacation ideas
- Set up vacations, to include tickets for attractions.

Business Goals

Client wants her to...

- Join GCCI
- Book packages for personal travel
- Feel secure that her hotel choice is an informed one

Profile

Julianne, her husband Mark, and their four-year-old Michelle enjoy their life in a new development outside of Bloomington, MN. She travels mainly for fun and occasionally for business.

As a fairly new mother, she is concerned about safety in a way that's new for her. She'd never really thought about safety before she had Kathy, her daughter. She's seen news stories about issues with people staying in hotels, so she is concerned.

Because she doesn't travel often, Julianne sees travel as a **big deal**.

She might use Bestwestern.com occasionally, checking in from time to time to see what's up with travel possibilities.

Because her parents live in a managed card facility in Rock Island, IL, she and her family stay in a motel when visiting. To Tracey, though, travel is enough of an adventure that she wants to pack as much into vacations as she can--seeing sites, going to fun places with her daughter, and helping enrich their family life.

Personal Attributes

- Enjoys her role as a responsible young mother.
- Looks for good deals from clothes to groceries.
- Loves her job as an assistant marketing manager for a medium-sized manufacturing company.
- Married for six years and has a daughter.
- \$76,000 household income.
- Family grew up in the Midwest, but her husband's career moved them to Minnesota.

Travel Habits

- Travels overnight approximately four times a year.
- When traveling alone, safety is paramount, followed by cleanliness, then location.
- For personal travel, she wants to book rooms that allow the best value for the price. She is also concerned about amenities.

Anonymous Leisure Traveler

Scenario 3

Book a Package

Julianne | Anonymous Leisure Traveler

Objective: Julianne wants to maximize her family's vacation while minimizing cost and hassle. Since they like to do fun, group things on their vacations, she's open to suggestions.

- 1** **Julianne** goes online to help her book a vacation through the Georgia and South Carolina coastal regions this summer.
She searches Charleston, SC, as one destination. After finding the Sweetgrass Inn, she checks the rates.
- 2** One of the room rates indicates a **package** deal: a guided tour of historic Charleston. Knowing that Charleston is full of history but perhaps overwhelming to navigate by themselves, Julianne selects the link for more info.
- 3** She decides to **book the room as a package**. She is presented with a form to put in details about her family...how many adults, how many and the ages of kids, and when they want to do activities.
- 4** She books the room, gets confirmation, and receives a confirmation email.

Online interactions

Offline interactions

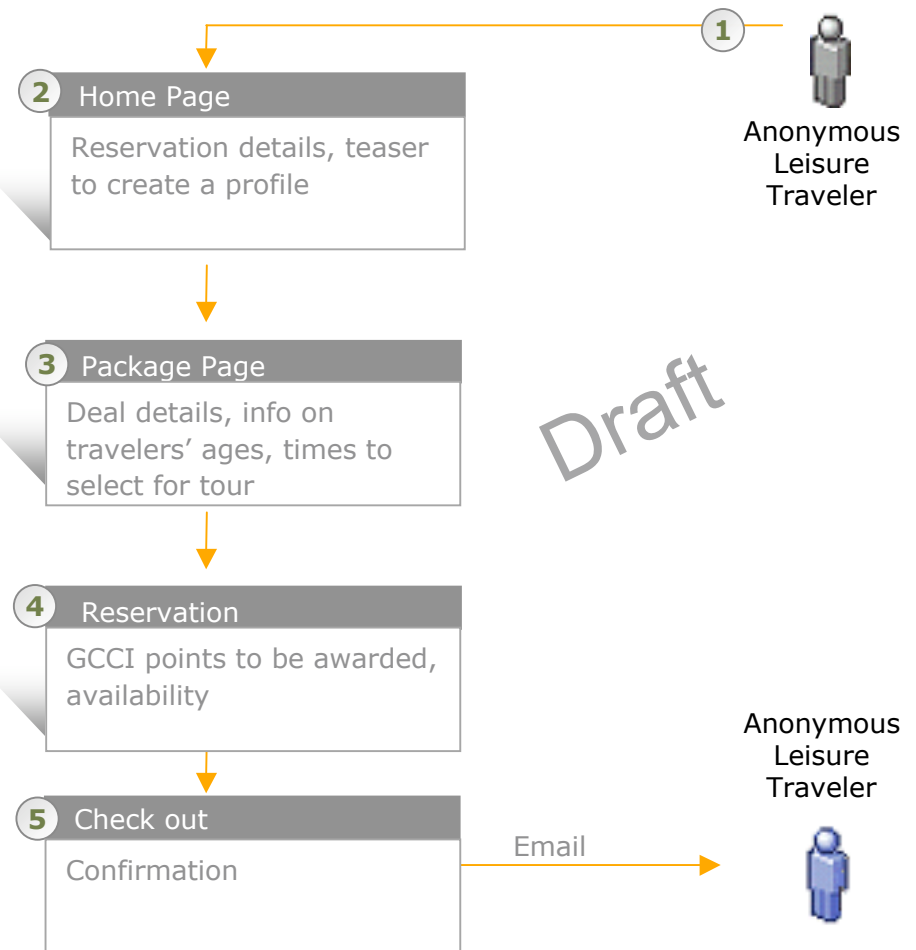


Photo Gallery - Inline

Functionality of this page is based on the current **Photo Gallery** page within the Best Western booking engine. All modified items should be consistent with existing functionality and visual standards.

Best Western Signature Inn Peoria


Photo Gallery

[Virtual Tour](#)

[Property](#) | [Features](#) | [Food](#) | [Surroundings](#)

The front of the building. Enjoy a great experience while in Peoria. From casinos to minor-league ball to businesses like Caterpillar, we've got it all.

◀ Prev 2 of 11 Next ▶



Hotel Links

- Overview
- Hotel Amenities
- Area Information
- Dining
- Map/Weather

Features & Amenities

- Business Services
- Free Breakfast
- Fitness Center/Health Club
- Pets Allowed
- Pool
- Restaurant On-Site/Nearby
- High Speed Internet

General Hotel Information:

Check-In: 3PM (15:00)
Check-Out: 11AM (11:00)
Hotel Ratings: AAA-2 Diamonds
Pet Policy: Pets allowed, with fee.
[More >](#)

Guest Rooms:

- Cable satellite television with movie channels

Address:
4112 N Brandywine, Peoria, Illinois, 61614-6727, US
Phone: 309-685-2556 Fax: 309-685-2556

Welcome to Best Western Signature Inn Peoria!
Enjoy your stay in Illinois at the Best Western Signature Inn

References

Use Case 7
Requirements Matrix 6.A.all
Base Wireframe
Sitemap

1 Virtual Tour Link

Selecting this link opens a popup with the Virtual Tour for this property. Add info and base link.

2 Property Categories

In the current rate plan dropdown the rate plan should be "points" when this page is displayed. All other rates should display as they do in the existing system. Changing this control will result in a new output of the "Find a Hotel - Select a Room" page.

3 Short Description

The GCCI hyperlink will direct the user to the Gold Crown Club site within the same browser window.

4 Picture Browser

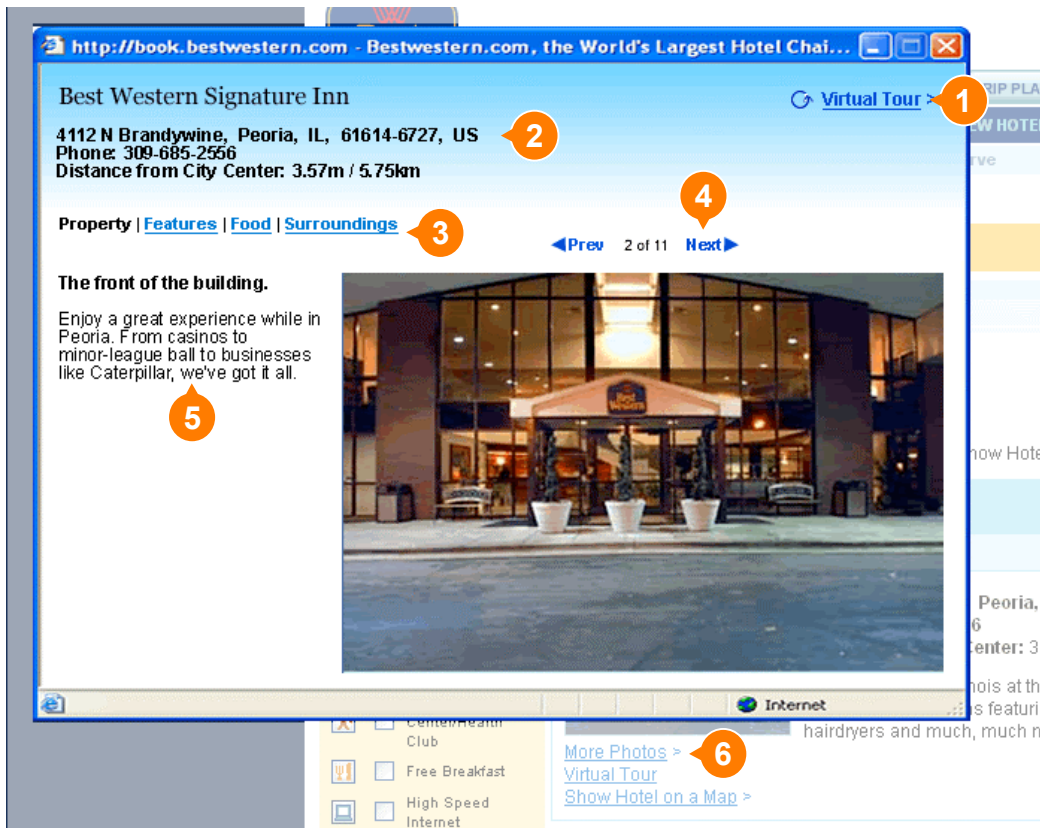
The left arrow and Prev open the previous picture this property offers. When the first picture appears, the arrow and Prev do not appear.
The right arrow and Next open the following picture this property offers. When the last picture appears, the arrow and Next do not appear.

! Error Conditions

If a category does not have a picture associated with it, the category does not appear.
If a photo is missing from a category and there is a default photo, that photo appears.

Photo Gallery - Popup

Functionality of this page is based on the current **Photo Gallery** popup page within the Best Western booking engine. All modified items should be consistent with existing functionality and visual standards.



References

Use Case 7
Requirements Matrix 6.A.all, 6.B.1, 6.B.new
Base Wireframe
Sitemap

1 Virtual Tour Link

Selecting this link opens a popup with the Virtual Tour for this property. Add info and base link.

2 Property Information

Displays the name of the property, its address, phone number, and distance from the city center in both miles and kilometers

3 Property Categories

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5 More Photos Link

The existing hyperlink that invokes the photo gallery popup.

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