

User Personas



Mary Williams *The Vacation Rental Seeker*

Demographics

Age Group: 20+

Location: National

Motivations	Scenarios	Website Features	Behaviors
Find a rental property at a vacation destination within budget and availability range	<ul style="list-style-type: none"> Mary has a week of vacation she’s planning to use and a couple of windows of opportunity in her calendar in which to use it 	<ul style="list-style-type: none"> Find a Rental section Advanced search and sorting options for vacation rental 	<ul style="list-style-type: none"> Accesses “Find a Rental” section from primary navigation Clicks on a homepage-based map which leads to “Find a Rental” page results Sorts and filters results with AJAX-powered sliders and links on results pages
Secure a rental for a specific timeframe	<ul style="list-style-type: none"> After deciding on a rental property for her vacation, Mary wants to secure it 	<ul style="list-style-type: none"> Rental detail page-based owner contact form 	<ul style="list-style-type: none"> Fills out contact form on detail page and submits it to the owner, waits on reply
Confused about how to access certain functionality	<ul style="list-style-type: none"> Mary has a question about how quickly she’ll receive a response from an owner 	<ul style="list-style-type: none"> FAQ section Contact Us section 	<ul style="list-style-type: none"> Clicks on “FAQ” from primary navigation Clicks on “Contact Us” from auxiliary navigation