



FERIENHAUS MARIANNA

URLAUB IN MASUREN

User Research

Renate



confident

proud mama

tech savvy

creative

About

36, female
married
Hamburg, Germany
M.Sc degree
Entrepreneur
Harry Potter enthusiast
Travels with family

Renate's goals:

- Find a holiday destination that will benefit the whole family and encourage family activities
- Loves historic places and museums
- Husband

Renate finds it annoying when:

- Websites are ugly and not mobile friendly
- Have no sharing option (e.g. FB or whatsapp)

Renate's motivations

- Wants her sons to have exposure to nature and sports
- Wants to provide great childhood memories to her kids
- Share experiences with her friends via Whatsapp, Pinterest and Facebook

Favorite quotes:

- "Family comes first"
- "Food is balsam for the soul"

Renate's tech use

- Smartphone (iPhone) 95%
- Computer 80%
- Tablet 60%
- Social Media 90%

Renate wants a website to be:

- simple
- informative
- inspirational ("experiences over features") ("myth busting")
- Fast loading pictures

How "Ferienhaus Marianna" can help?

The homepage can give Renate new ideas and inspirations for her next family holiday:

- fishing
- kayaking
- historic castles or monuments
- quad racing
- food inspirations

Helmut



easy going

open minded

spontaneous

extrovert

About

29, male
Single
Poznan, Poland
COO
B.A degree
Full time work
Loves socializing
Giving language lessons
Sports
Fishing

Helmut's goals:

- Is always on the lookout for adventure
- Is always looking for new exciting spots to go fishing
- Want to find a nice cottage to organize a fishing trip with his friends / 3-6 people / 2 boats

Helmut finds it annoying when:

- There are no bait

Helmut's motivations

- Learn each day sth. new
- Share ideas and knowledge with friends & family

Favorite quotes:

"Fish, eat, sleep. Repeat"

Helmut's tech use

- Smartphone (iPhone) 70%
- Computer 90%
- Tablet 0%
- Social Media 80%

How "Ferienhaus Marianna" can help?

The homepage can give Helmut the perfect option for his weekend fishing trip with his friends, including

- where to rent a boat
- where to buy the fishing permit
- where to go out nearby / pubs and bars

Helmut wants a website to be:

- Informative
- Well structured
- Functional & interactive (gmaps, contact form, newsletter)

Sebastian & Stephi



liberal

vegan

Loving animals

calm

About

Both 32
Married
Munich, Germany
M.Sc degree
Online entrepreneur,
self-employed
Reads a lot and listens to
audio books
Travels, Sport Lifestyle.
Dog's name is Otis

Sebastian's & Stephi's goals:

- Browse the www for new holiday inspirations
- Visit Poland as their grandparents were from East Prussia

Sebastian & Stephi find it annoying when:

- A website loads too long
- Bad mobile design

Sebastian's & Stephi's motivations

- Life life in harmony with nature
- Zero waste lifestyle
- Live vegan without being full-of-shit
-

Favorite quotes:

"No tofu, no fun!"

Sebastian's & Stephi's tech use

- Smartphone (Samsung) 90%
- Computer (HP Elitebook) 83%
- Tablet 0%
- Social Media 70%

How "Ferienhaus Marianna" can help?

Provide them with a nice location for

- going on a mushroom foray
- give Otis free roaming in the woods
- give Otis the fun and enjoyment
- Urlaub mit Hund and another friend couple

Sebastian's & Stephi's want a website to be:

- elegant
- Minimalistic
- Informative
- Easy to use

User Personas / Summary



Renate

36, female
married
Hamburg, Germany
M.Sc degree
Entrepreneur
Harry Potter
enthusiast
Travels with family



Helmut

29, male
Single
Poznan, Poland
COO
B.A degree
Full time work
Loves socializing, Giving
language lessons, Sports
Fishing



Sebastian & Stephi

both 32
Married
Munich, Germany
M.Sc degree
Online entrepreneur,
self-employed
Read a lot books
Travels, Sport Lifestyle.
Travel always with Otis
(their dog)



FERIENHAUS
MARIANNA