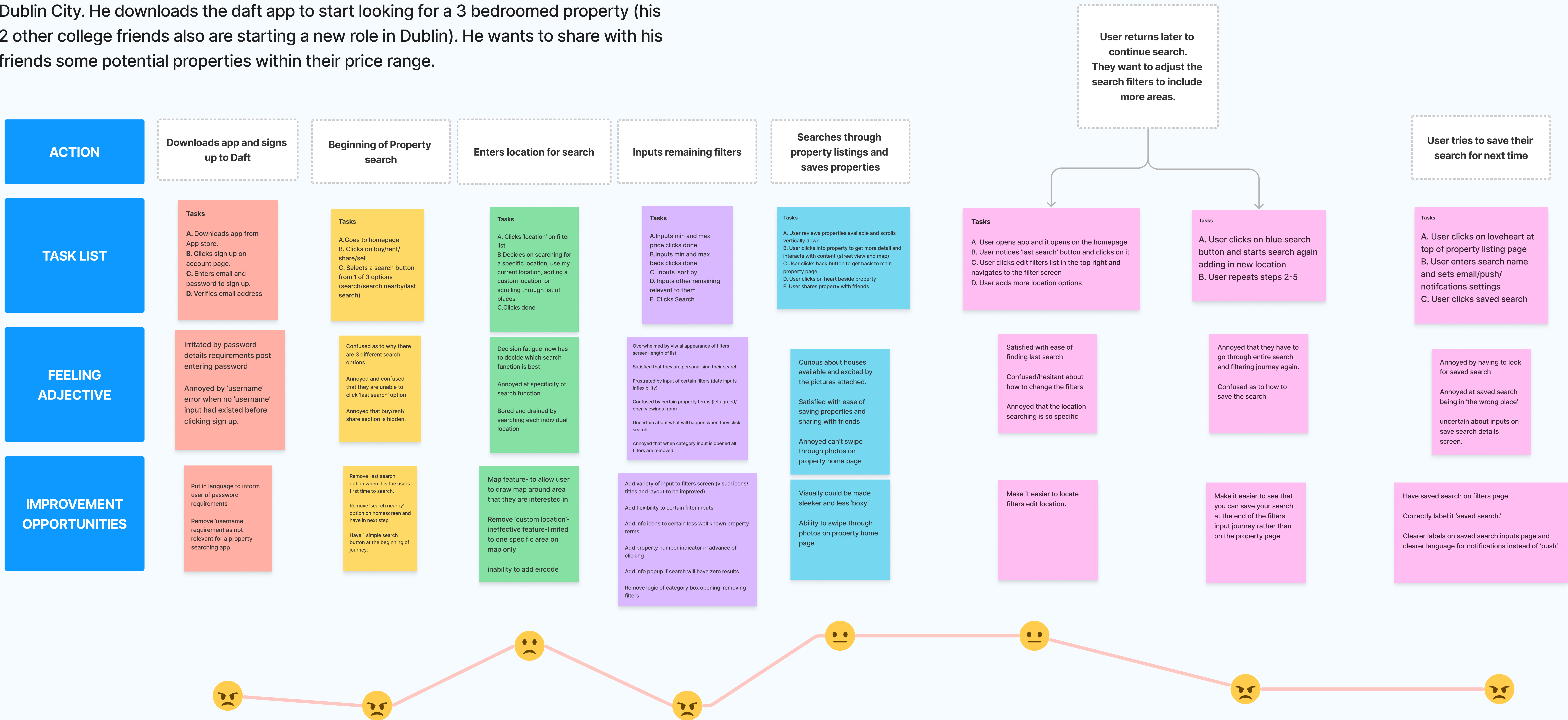


# Persona: Luke Thompson–The Novice Renter

Scenario: Luke has recently got news that he got a graduate job he had applied for in Dublin City. He downloads the daft app to start looking for a 3 bedroomed property (his 2 other college friends also are starting a new role in Dublin). He wants to share with his friends some potential properties within their price range.





# Persona: Isabelle Kelly - The Savvy Home Hunter

Scenario: On her commute home from work, Isabelle opens Daft up to **continue** her property search for her dream home. She wants to go to a few property viewings on the weekend.

ACTION	Opens app	Clicks 'last search' or navigates to 'saved searches'	Scrolls through property listings page and clicks into properties that she likes	Scrolls through individual properties and reads property information	Notes down house viewing date and saves property
TASK LIST	<div>Tasks</div> <div>A.Isabelle opens the app and it opens on the daft homepage</div>	<div>Tasks</div> <div>A. If clicks 'last search'-is taken to property page B. if clicks 'saved' is taken to 'saved searches' and 'saved ads' tab. B II. Chooses between previous searches and clicks on one to continue.</div>	<div>Tasks</div> <div>A.Isabelle scrolls vertically through listings B. Clicks on photo of listing to go into listing detail pade. C.</div>	<div>Tasks</div> <div>A.Isabelle analyses the property details (bedrooms, availability, furnished, price, location). B. Reads property description C. Interacts with street view map.</div>	<div>Tasks</div> <div>A.User reviews ad for 'viewing from' date and notes down the house viewing address, time and date outside of the app. B.She then saves the property by clicking on the love heart symbol on the ad.</div>
FEELING ADJECTIVE	<div>Slightly bored as she waits for daft homepage to load</div> <div>Slightly irritated by different search options, scans for her 'last search' on her screen amid other search options</div>	<div>Satisfied at speed of returning to last search from homepage</div> <div>Efficient</div> <div>Anticipation of seeing new properties makes her excited</div>	<div>Excited to see new properties</div> <div>Curious about property description, prices, location</div> <div>Annoyed by ads throughout property listings page</div>	<div>Curious to see if the property matches her criteria</div> <div>Satisfied with level of information</div> <div>Satisfied with consistency of information layout</div>	<div>satisfied with level of detail</div>
IMPROVEMENT OPPORTUNITIES	<div>Make 'last search' really clear and prominent to the user on return to app.</div> <div>Improve clarity and visual appearance of the homepage to invoke a sense of control before search begins</div>	<div>UI of 'saved searches' tab could be improved (more icons.</div>	<div>Ability to swipe through photos on property listings page</div> <div>reduction of ads/smaller space for ads</div>	<div>Minimal changes-UI tweaks</div> <div>Aoife Buckley</div>	<div>Minimal changes-UI tweaks</div> <div>Aoife Buckley</div>

