

User persona Guest: Lotte Summer



When creating a user persona for a software like Domits, particularly for a guest, it's important to capture key aspects of their behavior, motivations, and preferences. Here's an example of a detailed persona for an Domits guest:

Age: 32

Occupation: Marketing Manager

Location: New York, USA

Income: \$85,000/year

Travel Frequency: 3-4 times a year

Tech Savviness: High (Uses apps and online platforms daily)

Background:

Lotte is a single, urban professional working in a fast-paced environment. She loves traveling to new destinations for both leisure and work. Lotte values flexibility, convenience, and unique experiences that standard hotels can't offer. She has a flexible remote work policy and often combines business trips with personal leisure (bleisure). Lotte enjoys exploring cultural hotspots, trendy restaurants, and hidden gems in cities around the world.

Motivations:

- **Unique Stays:** She prefers accommodations with character, charm, and a local feel over generic hotel rooms.
- **Comfort and Convenience:** While Lotte enjoys adventurous travel, she expects a high level of comfort, cleanliness, and amenities like Wi-Fi, a dedicated workspace, and proximity to key attractions.
- **Cost-Effectiveness:** She's willing to spend a little extra for quality but looks for deals that offer value for money, especially during off-peak travel seasons.

- **Connection with Locals:** Lotte likes hosts who can recommend places to visit, eat, or shop that are off the beaten path. She prefers an immersive experience in the local culture.

Challenges:

- **Trust and Safety:** Lotte is cautious about staying in unfamiliar places and relies heavily on guest reviews and detailed host profiles to feel secure.
- **Last-Minute Plans:** With a busy schedule, Lotte sometimes books trips last minute and needs a quick, reliable booking process.
- **Work/Travel Balance:** As a remote worker, she needs places that cater to both work (quiet spaces, strong Wi-Fi) and relaxation.

Goals:

- **Ease of Booking:** She expects a smooth, intuitive experience from browsing listings to confirming bookings, with clear pricing and detailed descriptions.
- **Local Experiences:** Lotte wants to immerse herself in the culture of the places she visits, preferring unique stays that reflect the character of the area.
- **Flexible Cancellations:** As her plans can change unexpectedly, flexible cancellation policies are a big plus.

Behaviors:

- **Research-Driven:** Lotte spends time reading reviews, comparing photos, and studying host profiles before making a booking.
- **Mobile-First User:** She prefers using apps on her phone to browse, book, and communicate with hosts.
- **Social Media Influence:** Lotte often seeks travel inspiration from Instagram or travel blogs and tends to stay at highly-rated places she sees mentioned online.

Tech Tools:

- Uses Domits, TripAdvisor, and Google Maps regularly.
- Relies on Uber or Lyft for transportation.
- Uses productivity tools like Slack or Zoom while working remotely during travel.

Frustrations:

- Poorly described listings that don't match the actual property.
- Lack of communication or slow response from hosts.
- Hidden fees or unclear pricing details that increase the overall cost.
- Inconsistent Wi-Fi connections in listings that claim to cater to remote workers.

Day in the Life of Lotte Summer (Domits Guest Persona)

6:30 AM – Morning Routine

Lotte wakes up in her cozy Domits rental in Lisbon, Portugal, where she's staying for a week. The space has large windows with plenty of natural light and a small balcony where she starts her day. She brews a cup of local coffee using the French press provided by her host and enjoys the morning breeze while checking her emails. Since she's working remotely, Lotte plans her day to balance work and exploration.

7:30 AM – Morning Work Session

Lotte logs into her laptop at the small, well-lit desk in the Domits, which she chose for its remote-work-friendly amenities. The Wi-Fi is fast, so she jumps into a Zoom call with her marketing team back in New York. As a Marketing Manager, Lotte handles client presentations and team coordination, making sure projects run smoothly. With two hours of meetings and quick updates, Lotte is productive and manages to knock out some important tasks early in the day.

10:00 AM – Local Café Break

After wrapping up her morning work, Lotte takes a quick walk around her neighborhood to grab breakfast. She consults the list of local recommendations left by her Domits host and chooses a nearby café known for its pastel de nata, a traditional Portuguese pastry. Lotte loves that staying at an Domits gives her a chance to discover authentic, non-touristy spots that locals frequent.

11:00 AM – Exploring the City

Lotte is a planner, so she mapped out a few places she wanted to visit ahead of time. Today, she decides to explore the famous Alfama district, known for its charming streets and historical buildings. She uses Google Maps to guide her through the winding alleys and stops to take photos for her Instagram travel account. Being on a flexible schedule, Lotte enjoys that she can mix work and leisure, feeling more like a local than a tourist.

1:30 PM – Lunch and Emails

Lotte picks a local restaurant with outdoor seating for lunch. She orders grilled sardines, a Portuguese specialty, and while waiting for her meal, she catches up on emails from her team. Domits's messaging feature notifies her that her host has left some fresh towels at the front door, a thoughtful gesture that Lotte appreciates. Communication has been seamless, making her feel at ease.

3:00 PM – Co-working at a Local Space

Lotte returns to her Domits to pick up her laptop and heads to a co-working space recommended by her host. Although her Domits is perfect for working, she likes changing up her environment. The co-working space is lively with other remote workers, and Lotte uses this time to focus on deep work, finalizing a client proposal due the next day. She spends a couple of hours in full concentration, with a great Wi-Fi connection and a quiet atmosphere.

5:30 PM – Back to Domits, Quick Workout

After finishing her workday, Lotte heads back to her Domits. The listing has plenty of space, so she rolls out her yoga mat for a quick workout. One of the things she looks for in her Domits stays is enough room to maintain her wellness routine while traveling.

7:00 PM – Dinner Plans with Friends

Lotte meets up with a couple of friends she met on a previous trip for dinner. They have reservations at a rooftop restaurant offering stunning views of the city and sunset. Lotte enjoys the flexibility that staying in an Domits provides, allowing her to host friends over for drinks before dinner if she wishes, something she can't do in a hotel. Tonight, they share stories and talk about their favorite travel spots, planning to explore Sintra together the next day.

10:00 PM – Wind Down

Back at her Domits, Lotte winds down with a glass of wine from a local shop she discovered earlier. She reviews the photos she took during the day and posts a few of them on her Instagram, tagging the unique neighborhood she's staying in. Lotte takes a few minutes to check Domits's "Experiences" tab, where she finds a local cooking class she's interested in booking for her last day.

11:00 PM – Reflecting on the Day

As she relaxes before bed, Lotte reflects on how seamlessly her trip has blended work and leisure. She feels grateful for the comfort, flexibility, and local flavor her Domits stay has provided. The personalized touches from her host, like the guidebook and quick responses, have made her experience richer. She looks forward to the next few days of exploring, working, and enjoying her time in Lisbon before heading back to New York.

This day in the life highlights how Lotte balances her work responsibilities with her love of exploration, using Domits as her base to enjoy both productivity and leisure during her stay. The key moments in her day illustrate how important a well-chosen space, seamless communication, and a connection to local culture are to her overall experience.

Persona Summary:

Lotte is a frequent traveler who values unique experiences, comfort, and flexibility. She prefers to stay in accommodations that reflect the local culture and are designed for both work and relaxation. Lotte's decisions are driven by detailed reviews, transparency in pricing, and ease of communication with hosts. She needs a reliable, intuitive platform to make her bookings stress-free and her stay enjoyable.

This persona can guide features, user experience improvements, and marketing strategies for a platform like Domits.

User persona Host: David Homer



Persona Name: David Homer

Age: 45

Occupation: Small Business Owner (Café and Bakery)

Location: Barcelona, Spain

Income: €65,000/year from his café, €15,000/year from Airbnb hosting

Property: 2-bedroom apartment in the Gothic Quarter

Hosting Experience: 3 years

Tech Savviness: Moderate (Familiar with managing listings and digital tools)

Background:

David has lived in Barcelona his entire life and runs a small café in a popular neighborhood. About three years ago, he inherited a two-bedroom apartment from his parents and decided to list it on Airbnb as a way to generate extra income. Hosting tourists allows him to support his family, invest in his café, and share the charm of his city with visitors. He takes pride in offering guests a comfortable, authentic experience. Although busy with his business, David dedicates time to ensure his Airbnb guests have a memorable stay.

Motivations:

- **Supplemental Income:** Hosting on Airbnb helps David generate extra income without too much additional time investment, allowing him to invest in his café and take care of his family.

- **Pride in Local Culture:** David loves his city and enjoys introducing visitors to hidden gems, great restaurants, and local traditions they might not find in guidebooks.
- **Flexibility:** Airbnb gives David flexibility over when to host. He can block off dates when his family visits or when the property needs maintenance.

Challenges:

- **Time Management:** Running a business and being an Airbnb host can be challenging. David sometimes struggles to balance managing his café with maintaining the apartment, handling guest requests, and keeping his listing updated.
- **Guest Expectations:** Occasionally, David encounters demanding guests or those who don't respect house rules, leading to stress and potential damage to the property.
- **Fluctuating Bookings:** Depending on the season, bookings can be unpredictable. David wants to keep occupancy high but also worries about balancing low seasons.

Goals:

- **High Ratings and Positive Reviews:** David strives to maintain a high rating on Airbnb by providing excellent service. Positive reviews help him stand out and keep his apartment booked year-round.
- **Seamless Guest Experience:** David aims to make his guests' stay as smooth and enjoyable as possible, with clear instructions, quick responses, and thoughtful touches like a welcome gift of local pastries.
- **Efficiency:** David wants to manage his Airbnb with minimal disruption to his café business, using automation tools (e.g., for check-ins or pricing adjustments) to save time.

Behaviors:

- **Hospitality-Oriented:** David often goes above and beyond to provide recommendations to his guests—whether it's the best tapas spot around the corner or tips for avoiding crowded tourist traps. He leaves a personalized guidebook in the apartment with his favorite local spots.
- **Hands-On Maintenance:** David is attentive to the apartment's condition. He hires a local cleaner but does small repairs himself. Every few months, he refreshes the space with new linens or small decorative touches.
- **Prompt Communicator:** Although busy, David makes a point to respond quickly to guest inquiries, knowing that prompt communication can impact his reviews. He uses the Airbnb app to manage most communications on the go.

Tech Tools:

- **Airbnb App:** David primarily uses the app to manage bookings, communicate with guests, and adjust pricing.
- **Smart Lock:** He installed a smart lock to allow for easy self-check-ins, especially since he can't always be there to meet guests in person.

- **Automated Messaging:** David uses automated messages for check-in instructions, house rules, and a thank-you note at the end of a guest's stay. This saves him time while maintaining a personal touch.

Frustrations:

- **Guest Miscommunication:** David gets frustrated when guests don't read his detailed instructions or house rules, leading to misunderstandings about things like check-in times or amenities.
- **Last-Minute Cancellations:** When guests cancel at the last minute, it's a challenge for him to find new bookings, especially during off-peak times.
- **Upkeep Costs:** Although hosting generates extra income, unexpected repairs or property upkeep—like replacing broken furniture or deep cleaning—can cut into his profits.

Day in the Life of David Homer (Airbnb Host Persona)

6:30 AM – Early Morning Routine

David starts his day early in Barcelona, rising around 6:30 AM to get ready for another busy day. He prepares breakfast for his family, then heads to his café, which opens at 8 AM. Before leaving home, he checks his phone for Airbnb notifications. A guest from the U.S. just left a 5-star review, praising his local recommendations, which puts a smile on his face. He also notices a new booking request for the weekend from a couple traveling from France.

7:30 AM – Managing Airbnb While Prepping the Café

At the café, David juggles his business tasks and his responsibilities as an Airbnb host. While setting up for the morning rush, he uses the Airbnb app to confirm the weekend booking and sends a welcome message to the new guests. He shares basic check-in instructions, house rules, and tips for navigating the city. David prides himself on being responsive, even though he's not always available in person. He appreciates that his Airbnb property mostly runs on autopilot with tools like smart locks and automated messaging.

10:00 AM – Quick Break and Property Check

After the café calms down from the breakfast rush, David heads over to his Airbnb property, a two-bedroom apartment located in the nearby Gothic Quarter. A guest is checking out today, and David wants to do a quick inspection before the cleaners arrive. The apartment looks in great shape, though he notices a small repair is needed on the faucet. He mentally notes to fix it later in the week.

David also checks his stock of supplies, ensuring the bathroom is fully stocked with essentials, and takes a quick inventory of the welcome gift basket he prepares for each guest, which includes local pastries from his café. His attention to detail ensures each guest feels cared for.

12:00 PM – Lunch and Local Recommendations

Back at the café, David takes a short lunch break and catches up on a few emails. He notices a message from his current Airbnb guest, a family staying for five nights. They ask for recommendations on where to have a good paella dinner. David responds with a few of his favorite spots that aren't overrun by tourists, offering to make a reservation for them if needed.

David enjoys this part of being a host—the opportunity to share local knowledge and help guests experience an authentic side of Barcelona. For him, it's more than just providing a place to stay; it's about offering a unique experience.

2:00 PM – Café Work and Communication

The afternoon is dedicated to his café, but David keeps his phone nearby in case there are any urgent Airbnb notifications. He receives a guest inquiry asking about parking options near his apartment. Knowing his property doesn't have parking, David quickly responds with information on the nearest paid parking lot and how to get there easily.

He also takes a moment to update his Airbnb listing for the upcoming high season. David adjusts the pricing slightly based on demand, using Airbnb's pricing suggestions to ensure his apartment remains competitive without undervaluing the experience he offers.

4:30 PM – Preparing for New Guests

With new guests arriving tomorrow, David heads back to the apartment after his shift at the café. He does a final check, ensuring the space is clean and the smart lock is functioning properly. He prepares the welcome gift and places a handwritten note on the table, greeting the guests in their native language (he looked it up earlier). His note includes his phone number and an invitation to visit his café for a free coffee, something many guests appreciate.

David also sets up an automated message to be sent tomorrow morning, reminding the guests of the check-in time and instructions for accessing the apartment.

6:00 PM – Family Time

David heads home for the evening to spend time with his family. He cooks dinner and enjoys a relaxing meal, but he keeps his phone within reach in case any Airbnb issues arise. Fortunately, all is quiet tonight—no urgent messages or guest requests.

8:00 PM – Relaxing and Airbnb Updates

After dinner, David settles down on the couch with his laptop. He checks his Airbnb dashboard and takes a look at recent reviews. Guests have praised the cleanliness of his apartment and his quick communication, which reinforces his commitment to being a good host. However, he notices a minor complaint about the water pressure from a guest who stayed last month. He adds this to his mental checklist of small things to fix during his next round of maintenance.

He also spends some time browsing Airbnb's hosting forums, reading tips from other hosts on improving the guest experience and managing high seasons. It's a good way for him to stay connected with the hosting community and keep his property running smoothly.

10:00 PM – Wind Down

As the day winds down, David reflects on how well his Airbnb hosting integrates with his café business. Hosting has become a significant part of his life and income, but it doesn't overwhelm him thanks to smart tools and careful planning. He feels satisfied knowing that tomorrow's guests will arrive to a comfortable, well-prepared space where they can truly enjoy Barcelona.

Before heading to bed, David checks the Airbnb app one last time. No new messages or issues, so he sets his phone aside and gets ready to rest, knowing tomorrow will be another busy day of balancing work, family, and hosting.

This day in the life of David reflects the balance between his primary business and hosting duties. Hosting on Airbnb allows him to generate extra income while still offering an authentic and personal experience to his guests. With smart tools, efficient communication, and a strong focus on guest satisfaction, David runs his Airbnb property smoothly without it taking over his life.

Persona Summary:

David is a passionate host who balances running his own business with providing exceptional hospitality to guests. Hosting on Airbnb allows him to share his love for Barcelona while generating supplemental income to support his family and café. David is focused on maintaining high standards for his listing but needs tools that help him save time and manage his property more efficiently, especially when it comes to guest communication and property management.

This persona captures the key motivations, challenges, and behaviors of an Airbnb host, focusing on someone who relies on hosting for supplemental income but also enjoys sharing their local culture with guests.

Old user persona v1 Guest



In het Nederlands

Wie is de persona?

Lotte Zomer → Lotte Summer

Achtergrond van de persona:

Lotte Zomer is een freelance grafisch ontwerper uit Utrecht die haar liefde voor design combineert met haar passie voor reizen. Ze is altijd op zoek naar bijzondere plekjes voor haar volgende avontuur, of dat nu een gezellige loft is of een charmante studio in een nieuwe stad. Op haar reisblog en via Instagram deelt ze haar vondsten en inspiratie met haar volgers.

Als ze niet aan het werk is, vind je Lotte in een yogaklas of achter haar camera, op zoek naar de perfecte shot. Reizen geeft haar de vrijheid om te ontwerpen waar en wanneer ze maar wil, zolang er maar goede Wi-Fi is. Voor Lotte gaat het bij het kiezen van een verblijf niet alleen om een mooi design, maar ook om duurzaamheid.

Lotte gebruikt Domits om accommodaties te vinden die haar creatieve werk stimuleren. Ze waardeert de eenvoud van het platform en deelt graag haar ervaringen om anderen te helpen bij het vinden van hun ideale vakantieplek.

English:

User persona: Lotte Zomer

Age: 32

Work: Freelance Graphic Designer

Family: In a relationship, no children

Location: Utrecht, The Netherlands

Archetype: Independence, adventure, seeking new experiences, Innovation, forward-thinking, transformative ideas.

Keywords: Creativity, design, inspiration, travel, authenticity, digital nomad

Bio: She is head of branding. She has a passion for branding.

Travel Preferences: Lotte prefers unique and atmospheric accommodations over large hotel chains. She's always looking for authentic experiences and enjoys staying at places that tell a story or have an artistic touch.

Booking Behavior: She usually plans her trips a few months in advance. Price-conscious but willing to pay more for a stay that speaks to her creative soul. She always reads reviews and looks at photos from previous travellers before booking.

Travel Motivation: Lotte travels to gain new inspiration for her work and to relax. She loves meeting new people and expanding her network with other creatives from around the world.

Communication Preference: Lotte prefers to communicate via email or messaging apps. She expects quick and clear responses and appreciates personal recommendations.

Personality: Lotte is inherently curious, always seeking to understand the deeper meaning behind her surroundings. Her intuition guides her through her creative process, often leading to unique and innovative designs. She approaches the world with an open mind, eager to learn from different cultures and experiences. Her empathetic nature allows her to connect with clients and peers on a personal level, which enriches her social network and collaborative opportunities. In her work, she is detail-oriented, ensuring that every graphic element is purposeful and contributes to the overall aesthetic and message.

Preferred Channels: Microsoft Teams, LinkedIn, Microsoft Office, Instagram, Pinterest, Travel blogs.

Goals: Lotte Zomer is an ambitious graphic designer with a clear vision for her career and personal life. Her primary goal is to gain recognition within her field, enriching her portfolio with work that reflects international influences and her unique creative style. She is constantly searching for ways to express and develop her creativity, whether it's designing a new visual identity for a client or capturing the essence of a city in her travel photography.

Frustrations: Lotte Zomer, with her busy schedule and continuous pursuit of creative perfection, sometimes faces frustrations characteristic of a freelance graphic designer's challenges. Striking the right balance between securing enough assignments to remain financially stable, while also allocating time for her personal projects and travels, can be stressful. She desires complete creative freedom but occasionally finds herself constrained by her clients' specific demands and guidelines, which can lead to creative conflicts.

Motivations: Lotte Zomer is driven by a passion to create designs that resonate and tell a story, seeking to infuse her work with the inspiration drawn from her travels and cultural experiences. She is motivated by the desire to constantly grow as a designer, to connect with like-minded creatives, and to contribute meaningful work to the world.

Skills:

Graphic Design: * * * * *

Creative Thinking: * * * * *

Photography: * * * *

Digital Marketing: * * *

Project Management: * * * *

Communication: * * * *

Time Management: * * * *

Day in the life:

06:30 - Wake up and start the day with a cup of organic coffee.

07:00 - Check emails and compile the to-do list for the day.

07:30 - Begin graphic design work: crafting and fleshing out concepts.

10:30 - Take a short coffee break and update social media.
11:00 - Continue design work or start on client projects.
12:30 - Yoga session to relax and refocus.
13:00 - Lunch break, often with a fresh salad or something warm, depending on the season.
14:00 - Virtual meetings with clients or collaborations with other creatives.
15:30 - Work on ongoing projects, such as photo editing or blog posts.
16:30 - Final email check and preparation of the task list for the next day.
18:00 - Cook and enjoy a healthy meal.
19:00 - Relaxing walk outside to destress.

Old user persona v1 Host



In het nederlands

Wie is de persona?

David Huisman → David Homer

Wat is zijn achtergrond?

David Huisman is een gastvrije Zeelander die na een succesvolle carrière als meubelmaker zijn liefde voor ambacht en openheid heeft omgezet in het verhuren van vakantiehuisjes. Zijn huisjes zijn een warme afspiegeling van zijn persoonlijkheid, met handgemaakt meubilair en lokale kunst die zorgen voor een unieke ervaring. David houdt ervan om zijn gasten te voorzien van de beste lokale tips en zorgt ervoor dat ze zich direct thuis voelen.

Voor David is het een uitdaging om het werk rondom de huisjes te balanceren met zijn eigen vrije tijd. Hij omarmt technologie voor een efficiënt beheer, maar persoonlijk contact staat bij hem voorop. David is pas tevreden als zijn gasten met mooie verhalen huiswaarts keren.

English:

User persona: David Huisman

Age: 52 years old

Work: Former furniture maker, now renting his vacation homes

Family: Divorced, two adult children, enjoys spending time with his grandchildren

Location: Lives in a charming village in Zeeland, close to the coast

Archetype: The Craftsman - creative, skilled, dependable, and hospitable

Keywords: Hospitality, craftsmanship, coziness, local charm, personal touch

Bio: David is a warm-hearted man who, after a career in furniture making, decided to pursue his dream of running vacation rentals. He takes pride in his work and is committed to providing his guests with a memorable stay in his beautifully furnished homes.

Personality: Warm, sociable, practical, independent, and solution-focused

Preferred Channels: Personal interaction, email and user-friendly booking platforms

Goals: To maintain a steady flow of happy guests, keep his rental homes in top condition, and balance work with personal time

Frustrations: Complicated administration, last-minute cancellations, finding reliable cleaning services

Motivations: The desire to share the beauty of Zeeland with others, generate additional income for a comfortable lifestyle, and pride in independent entrepreneurship

Skills:

Customer Service and Hospitality: * * * * *

Business Management: * * * *

Craftsmanship and DIY Skills: * * * * *

Communication: * * * *

Problem-Solving: * * * *

Marketing and Social Media: * * *

Time Management: * * * *

Technology Usage: * * *

Day in the life:

6:00 - Morning Routine

7:00 - Property Check and Maintenance

9:00 - Administrative Work

11:00 - Meeting with Service Providers

12:30 - Lunch and Personal Time

14:00 - Guest Interaction

15:30 - DIY Projects

17:00 - Marketing and Social Media

18:30 - Dinner and Relaxation