

User Persona

The user persona section provides concise profiles of typical Hari EV users, offering insights into their demographics, lifestyle, preferences, and pain points related to EV services. These personas serve as valuable tools for informing product development and ensuring that Vida EV effectively meets the diverse needs of its target audience.



Raji Sriram

Age	28
Gender	Female
Status	Single
Education	B.E Engineer
Occupation	Marketing Manager
Location	Pune

Background

Mansi Patil is a 28-year-old professional living in a metropolitan city. She works as a marketing manager at a tech startup and is passionate about sustainability and environmental conservation. Mansi recently purchased her first electric vehicle (EV) as part of her commitment to reducing her carbon footprint and embracing eco-friendly lifestyle choices.

Goals

1. Convenience: Mansi wants a hassle-free experience when it comes to charging her EV. She seeks an application that can quickly locate nearby charging stations and provide real-time information on availability and compatibility.
2. Efficiency: As a busy professional, Mansi values efficiency and time-saving features. She aims to find an application that offers fast-charging options and streamlined payment processes to minimize disruptions to her schedule.
3. Sustainability: Mansi is environmentally conscious and seeks to maximize the sustainability of her EV usage. She hopes to find an application that offers insights into her EV's battery health and provides tips for optimizing charging practices to extend battery life.

Pain points

1. Limited Charging Infrastructure: Mansi faces challenges in finding convenient charging stations, especially during peak times or when traveling to unfamiliar locations. This leads to anxiety and inconvenience, impacting her overall EV ownership experience.
2. Battery Management Complexity: Mansi finds it overwhelming to understand and manage her EV's battery, including concerns about battery degradation, charging optimization, and maintenance requirements. She lacks guidance and support in effectively managing her EV's battery health.
3. Lack of Information: Mansi struggles to find reliable information on EV models, charging technologies, and sustainable driving practices. She feels overwhelmed by the abundance of information available online and seeks a trustworthy source to guide her through her EV journey.
4. Time Constraints: As a busy professional, Mansi has limited time to research and navigate the complexities of the EV ecosystem. She desires a solution that can streamline her EV experience and minimize time-consuming tasks, allowing her to focus on other priorities.