**WEEK – 2**

**COURSE NAME – PRODUCT DESING THINKING FRAME WORK**

**COLLEGE NAME – QUANTUM UNEVERSITY**

**BATCH NUMBER- 01**

**TASK NO – 1**

**TASK NAME - Imagine you are going to create a product for a startup, where you need to create a user persona covering the following features**

**➤ Demographic information (persona name and personal information)**

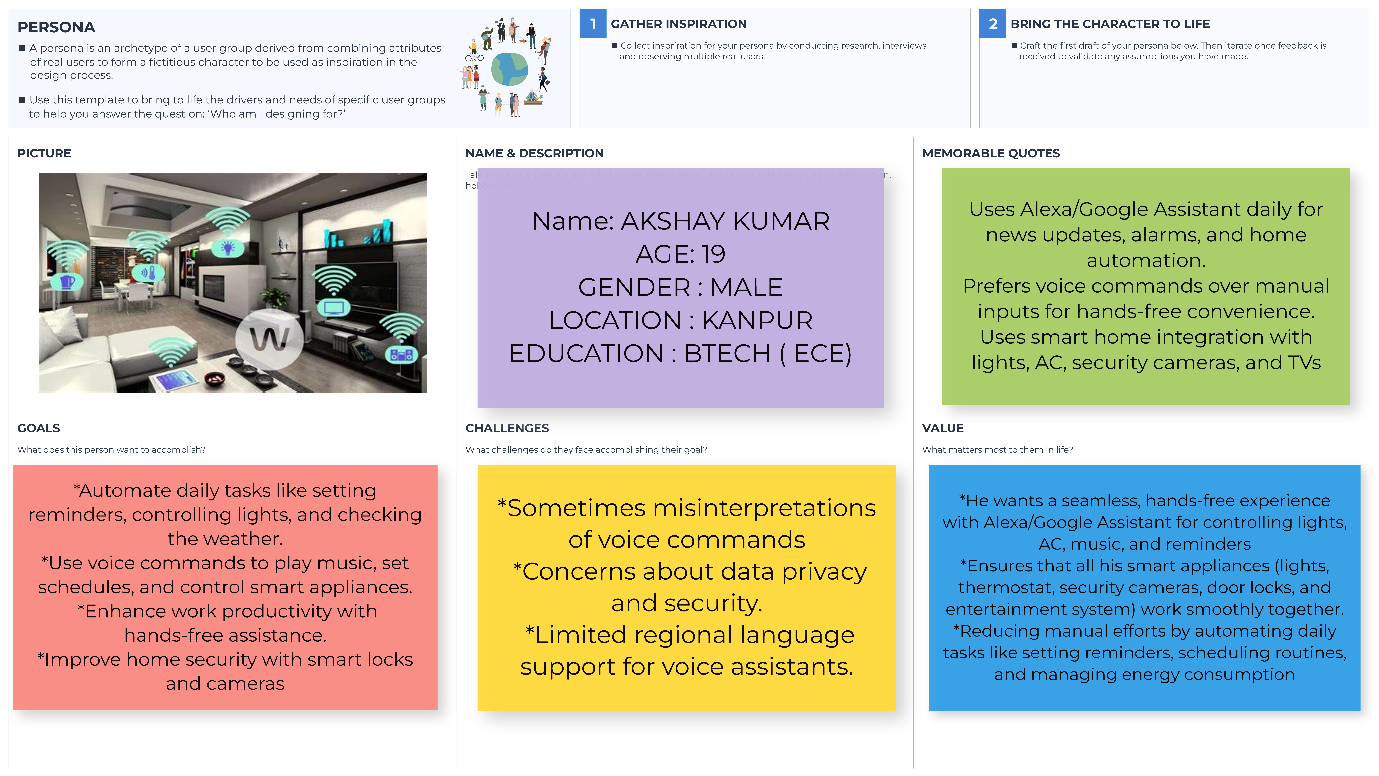
**➤ Goal and objectives**

**➤ Psychographic information (interest, choices and personality traits)**

**➤ Behaviour and preference**

**➤ User journey**

**➤ Challenges and pain points**

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