

About



DBM

Age 32

Location Rajpura, Patiala

Occupation Tech Entrepreneur

Marital Status Single

Income Middle to upper-middle

Brand logos



Goals

DBM aims to disrupt the electric vehicle market with a revolutionary car that combines cutting-edge technology, sustainability, and sleek design. His objective is to create a vehicle that appeals to environmentally conscious consumers while providing a seamless and enjoyable driving experience.

Psychographic Information

- Interests: Sustainable technology, innovation, clean energy, futuristic design
- Choices: Prefers products that align with his eco-friendly lifestyle and values, seeks out the latest advancements in electric vehicle technology
- Personality Traits: Visionary, ambitious, environmentally conscious, tech-savvy.

Behaviour & preferences

DBM prefers sleek, minimalist designs with advanced features. He values convenience and efficiency, seeking products that integrate seamlessly into his busy lifestyle. He enjoys staying up-to-date with the latest trends in technology and sustainable living.

User journey

1. Research: DBM begins his journey by researching the electric vehicle market, seeking out innovative solutions and companies that align with his vision.
2. Product Development: As a tech entrepreneur, DBM takes an active role in the development process, collaborating with designers and engineers to create a car that meets his standards for performance and sustainability.
3. Launch: Upon launch, DBM promotes the car through his network and social media channels, leveraging his influence to generate buzz and attract early adopters.
4. Ownership Experience: DBM enjoys the seamless integration of technology and sustainability in his new car, showcasing its features to friends and colleagues while advocating for the benefits of electric vehicles.
5. Feedback Loop: DBM provides feedback to the startup based on his ownership experience, helping to refine future iterations and enhance the overall user experience.

Challenges

- Funding: Securing adequate funding for research, development, and production can be a significant challenge for the startup.
- Market Competition: Competing against established players in the electric vehicle market requires differentiation and innovation to stand out.
- Supply Chain: Ensuring a reliable supply chain for components and materials is crucial for meeting production deadlines and maintaining quality standards.
- Regulatory Hurdles: Navigating regulations and compliance requirements in the automotive industry adds complexity and potential delays to the product development process.