**PRODUCT:** Smartphone

**User Research**

**1. Research Objective**

To understand the needs, preferences, pain points, and expectations of users in smartphones in creating a user persona for new smartphone product design and development of a startup.

**2. Research Approach**

**Primary Research:**

Carried out a survey and interviews with 100 smartphone users from different demographics

Analyzed reviews by smartphone users on electronic e-commerce platforms

Notice how the people in an electronic store use the smartphones while buying in stores

**Secondary Research:**

Market trends and competitor products are scanned.

Literature and research report about usage of Smartphone and behavior of customer is being read.

**3. Smartphone Product User Persona**

**Name:** Hansika

**1. Demography Information**

**Age:** 29

**Gender:** Female

**Work Profile:** Digital Marketing.

**Location:** Kolkata.

**Salary Per Annum:** 60k-80k

Undergraduate in the stream of BA. She never has any partner in life due to which staying alone in rented apartment.

**Technical Level:** Advanced (familiar with technology; not an early adopter)

**Lifestyle:** A pretty busy professional, on the go to meet business needs

**2. Goal and Objectives:**

**Primary Goal:**

I want a mobile phone that is efficient, reliable, stylish, and provides great performance for work, entertainment, or both.

**Secondary Goal:**

I want a mobile phone that supports multi-tasking, has great camera quality, good battery backup, and gives me easy access to productivity apps in no time

A future proof smartphone updated about all latest technological advancements across the globe be it 5G, AI-driven apps etc.,

**3. Psychographics Value:**

**Product:** Efficient. Practically useful and Reliability oriented.

Privacy and security is critical; data security holds prime importance to me.

Product that is environmental and sustainable should go hand-in-hand wherever possible. Lifestyle

Hansika's lifestyle is dynamic too. For professional grounds, she liked her needs to be fulfilled. That is, fast charging hassle-free connection Photography: Photography enthusiast, only capturing moment of a trip They love listening to video music during their commutes or free time Personality: Detail person, usually scrutinized first on a product that she might consider buying.

Tech-savvy but not an enthusiast—she likes commodities that look for balance between functionality and simplicity.

**4. Behavior and Preference:**

**Smartphone Usage Patterns:**

Primarily, she is going to use her smartphone for work purposes (emails, video conferences, document editing).

She is frequently using social media for personal and professional networking activities (Instagram, LinkedIn).

She uses shopping applications and streaming shows/movies.

App Preferences

Productivity Apps of Google Suite/Trello

Entertainment Apps of Netflix/Spotify

Fitness tracking apps

Photography apps

Shopping Preferences

She will research before buying the products.

Online reviews also play a critical role.

Recommendations from her friends

YouTube videos product demos.

This person usually prefers to order online but comes to the physical store for personal inspection.

**User Journey Mapping**

**Objective:**

This user journey mapping is to outline the entire journey a user like, for instance, Sarah Patel goes through from the time she gets aware of the product for use in order to perform day-to-day usage with any post-purchase issue.

**1. Awareness Stage**

**Touch points:**

Social media advertisements on Instagram and Facebook

Word-of-mouth recommendations by friends

Online review articles on Tech and YouTube unboxing videos

In-store displays at electronics stores

**User behavior:**

Hansika views an Instagram ad that says the phone has a great camera and long battery life.

A friend of Hansika tells her that she had a great experience with the smartphone.

Hansika reads a technology blog and then watches a YouTube video review of the phone.

**User Thoughts:**

"This phone looks good for what I need—especially the camera and battery life."

"It is very well-rated by tech experts and users."

**Pain Points:**

Overwhelmed with too many choices in the market

Whether the product will be showcased in right and proper light

**2. Evaluation Stage**

**Touchpoints:**

Product website

E-commerce websites- Amazon, Best Buy

Instore interaction (retail store experience)

Peer reviews- social media, online forums

**User Activities:**

Hansika proceeds to the product official website for detailed information on its specifications and quote prices.

She compares the features of the smartphone camera, battery life, performance of the smartphone with other similar ones.

She surfs the net and finds reviews by people who used the product and sees what others think about its performance and reliability.

She visits a shop close to where she lives, so she could actually get a feel for the design and build quality of the phone and see it for herself.

**User Thoughts:**

"It meets the demand at work, but it is pretty expensive for what I am getting."

"I should look for a promotion or discount.

**Pain Points :**

Couldn't decide on models.

Extra payment without receiving extra value.

**3. Purchase stage**

**Touchpoints:**

E-commerce sites (Amazon, eBay, or company website)

Purchase in-store (in electronics or mobile phone stores)

Promotion offers and discount emails

**User Activity**

Hansika begins an e-mail campaign where she gets an offer on discounted price of cell phone, she purchases the same online.

She opts for the free shipping as well as an easy return delivery.

Hansika has an extended warranty or accessories provided to her while checking out where she includes these as well in the cart.

**User Thoughts:**

"I am saving money on the phone, but do I really need a case?

"I have chosen delivery with a good return policy in case I change my mind."

**Pain Points:**

Shipping time delays or confusion about return policies.

Too many upsell offers on the checklist at checkout stage (warranty, accessories)

**4. Onboarding and Setup Stage**

**Touchpoints:**

The setup screen of smartphone

**Support documents:** Online guides and FAQs

Customer support through chat or on a call

**User Actions:**

Hansika unpacks her phone and then sets up the account using Google or Apple ID by following instructions that pop on the setup screen.

She moves over data from her previous phone either by cloud backup or by direct transfer.

Hansika sets all her preferences regarding her settings, including notifying apps, security settings.

She downloads apps from the app store. These may include productivity apps, social media apps, camera apps, etc.

**User Thoughts:**

“The setup process was quick and easy, but I’m excited to see how the camera performs.”

“I need to make sure my phone is secure, so I’ll set up face recognition and a strong password.”

**Pain Points:**

Data transfer takes longer than expected.

The irritation of preloaded bloatware that cannot be easily uninstalled.

Problems in configuring privacy and security options.

**5. Everyday Usage Stage**

**Touchpoints:**

Apps on smartphone (Google Suite, social media apps, fitness tracking)

In-app notifications

Voice assistants (Siri/Google Assistant)

**User Behavior:**

Hansika is using her smartphone for work: reading e-mails, video conferencing, editing documents.

She is also checking social media, listening to music, streaming videos, as she waits in line.

She is using her camera for professional pictures and personal pictures as she explores the place she is in.

She is mostly using voice commands to remind herself of appointments or to turn appliances off/on in her smart home.

User Comments:

"The battery lasts longer than expected, and the camera is fantastic, even in low light.

I like it to be multi-tasking smooth; the phone can change apps just quickly."

 Problem Points:

gets annoyed sometimes to call performance based on heavy usage load, in particular those with video calls, where there are poor switchovers of the app

For storage, lesser for self-handheld, since there will be a time when videos, audios take up storage.

This consumes too much battery that is drained from devices which have been in use for an extended usage time.

**6. Support and fixing**

**Touch-points:**

Customer service through call, messaging, or email   .

Application update through Notification.

User community (forums or social media)

**User Actions:**

Hansika gets a notification that there is an update on the software and downloads it so that she may have better performance and security.

The phone starts to slow, and Sarah gets in touch with customer support for fixing.

If it is under warranty, then she will demand to either get the phone fixed or replaced.

**User Thoughts:**

"I hope that will solve my problem of poor battery life."

"Customer support was swift, but I do not need to see all my phone's flashing problems constantly."

Pain Points

The software update takes too long and is sometimes buggy on new releases.

Phone just won't function right even after troubleshooting.

There is no guarantee or process to send the mobile for repair.

**7. Purchase Loyalty Phase Touchpoints**

Customer Satisfaction Surveys

Loyalty program, if applicable

Upgrade alerts from the smartphone manufacturer (email or application upgrade)

Actions by Customer

After some months of owning it, Hansika is satisfied with her smartphone and posts about the good experiences on social media or reviews.

She would refer the smartphone to friends and colleagues who require a new phone.

If it rewards repeat customers through loyalty programs, Sarah would definitely be a loyal customer.

User Thoughts:

"I love the phone and would probably use the same brand for my next phone if anything."

"It's great that this brand offers more perks on being a loyal customer."

**Pain Points:**

New feature or upgrade of the next version (e.g., fast charging, better camera).

Sometimes, frustrated that new models arrive just after one buys it and how fast technology evolves.