**1.PERSONAL INFORMATION:**

Name: Vasu

Age: 27 years

Gender: Male

Location: Vizag

Occupation: Private Employee, Manager

Income: 30LPA

Family: Single, shared apartment

**2. Goals and Objectives**

**Primary Goal**: A fast-performing smartphone that would enable Ethan to keep up with his work tasks, stay connected, and be creative on the go.

**Secondary Objective**: He needed to access the most advanced design tools and applications for his client projects without a laptop.

**Long-term Objectives**: Maintain a clean, neat digital resume and be more productive while being up-to-date.

**3. Psychographic Details**

**Personality Traits**:

Creative and always on the lookout for innovative applications and trends.

Likes chichi and ergonomic designs in gadgets.

**Values and Beliefs:**

Believes that technology should be intuitive and creative.

Appreciates quality and functionality at an affordable price.

Hobbies and Interests:

Photography, video editing, and creating content for social media.

Always on the lookout for new uses and digital applications as an experiment toward creative expression

**4. Behavioral Preferences**

Technology Adoption:

Smartphone user; 7-8 hours of device usage daily on work and play

more frequently uses Canva, Procreate, Lightroom, and Adobe Spark

Buying Behaviors:

Researches well before buying; views YouTube videos and online forums.

Looks for value-for-money deals but pays more for something unique and innovative.

Content Consumption:

Follows technology influencers and blogs about gadgets

Learns new applications and features through tutorials

Communication Preferences

Through social media and messaging apps like WhatsApp, Instagram, and Discord

**5. User Journey**

**Awareness Stage :**

Has seen many advertisements of Instagram with a smartphone as very fashionable and has been pretty creatively used.

**Consideration Stage** :

He is comparing it with other alternatives like iPhone and Samsung Galaxy, watches review videos, and is also looking at the specs.

**Decision Stage**

Selected the smartphone based on a better camera, design, and application ecosystem suited for creatives.

**Retention**

Staying with the product as it will get consistent software updates, excellent after-sales service, and a good online community of creatives.

**6. Pain Points and Headaches**

Big Problems

Tend to lag and become slow with multitasking

Has little storage in the device to hold big design files and high resolution photos

Headaches

The battery isn't lasting throughout the day on the job

Doesn't like that only works with a few apps or features

Solution to these issues

Long lasting battery and a lot of storage space, and excellent processors for fast and smooth multi-tasking

Professional cameras with high resolutions for photo shoot and video editing.