**PRODUCT: Laptop**

**1.Awareness:**

**Location**: Visakhapatnam

**Story:**

Vijay is 29 years of age and video editor. Now, his laptop is overheated and slow too. He keeps scrolling through social media when he came across an advertisement saying that a new laptop was designed especially for creators. Its features include greatest processing power along with long-lasting battery life as well as aesthetically appealing design.

**Action**: Vijay clicked on the advertisement to know more.

**Emotion**: That frustration would turn into Curiosity.

**Mission:** To help him satisfy that need for an answer to that productivity solution.

**2.Reflect:**

**Place:** Hyderabad

**Character:**

Vijay scrolls through his phone for the available laptop. Then, he looks out for YouTube review, tech blogger comparison, as well as customer feedbacks about the product. The specifications needed-high processing power, portable and has a screen resolution of 4k while having lots of ports-sound perfect for his needs.

**Activity**: Listed pros and cons, surfed the website for best price and package deals.

Vijay is happy but isn't that hyped to waste on it.

He will spend only if laptop is worthy of the money and he can cover up his work.

**3.Synopsis:**

Vijay finally brought laptop back home after getting one-time discount. He chose 16GB RAM, 1TB SSD version and ordered it with expedited shipping.

**Action:** Ordering it online and email confirmation

Vijay feels Hope and Optimism.

**Goal:** He needs a laptop that is going to make him productive and creative.

**4.First Contact**

**Location:** Vijay Home Office

**The Description:**

Vijay unpacks the moment he receives his laptop. He is completely over the moon with the premium build, the light weight, and the extremely elegant unboxing. He turns it on, and it walks him through a very simple setup procedure.

**Action:** copies files from old laptop; installs favorite editing software

**Emotion**: satisfaction, excitement

**Desire:** to get laptop working as fast as possible, get back to work

**5. Use:**

**Location:** coffee shop and co-working space

Vijay is traveling and editing a 4K video project on a laptop. This runs software smoothly due to the fast processor; it extends battery life so he does not need to recharge the laptop. He's fine-tuning on the 4K touchscreen of the laptop.

**Action:** He brings it to the client's notice very early, lets him have it.

**Emotion:** Satisfaction, relief.

**Objective:** Efficient working, better results to the client.

**6.Issues Encountered:**

**Time:** Night

**Place:** Home

**Description:**

Vijay noticed that the fan of his laptop was a bit noisy while cutting videos. So, he logged into the customer care through live chat, and they guided him about how he can set up his laptop to quieten its fan.

**Action:** All the fixes given resolved the problem.

**Feelings:** He felt frustration which he later converted to happiness because of such wonderful support.

**Objective:** His laptop should meet his performance requirements.

**7.Promotion:**

**Location:** Vijay's Instagram feed.

**Explanation:**

Vijay posts an excellent review of the laptop on Instagram saying that it has streamlined his workflow. He also promotes it to another video editor while hosting an online meetup.

**Action:** Posts a picture of the laptop setup and tags the account brand.

**Emotion:** Happy and loyal

**Objective:** Satisfaction and to let others know about good products.