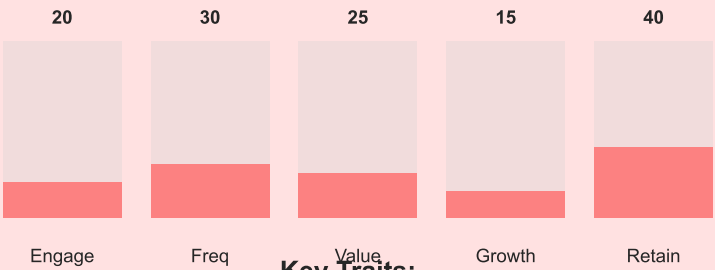


User Persona Profiles: Deep Understanding from Clustering

Casual Browsers

Segment Size: 35% of users



Key Traits:

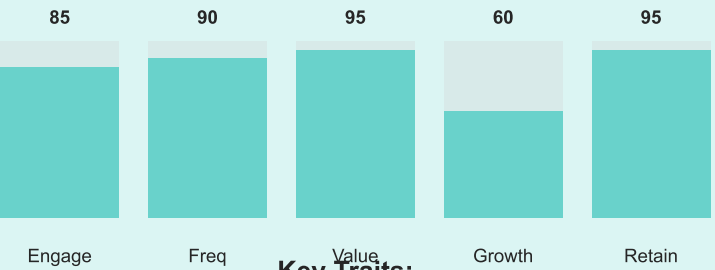
Price conscious • Limited time • Basic needs • Mobile first

Opportunities:

Onboarding • Quick wins • Mobile optimize

Power Users

Segment Size: 15% of users



Key Traits:

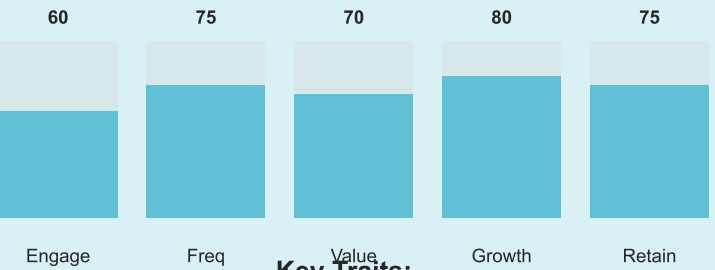
Feature hungry • Early adopters • Advocates • Premium

Opportunities:

Beta testing • Advanced features • Community

Social Sharers

Segment Size: 20% of users



Key Traits:

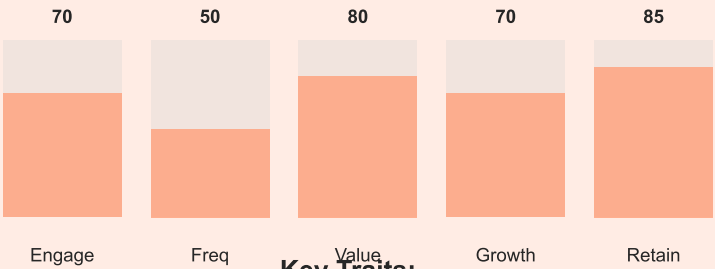
Influencers • Network effect • Content spreaders • Trendy

Opportunities:

Referral programs • Share features • Social proof

Content Creators

Segment Size: 15% of users



Key Traits:

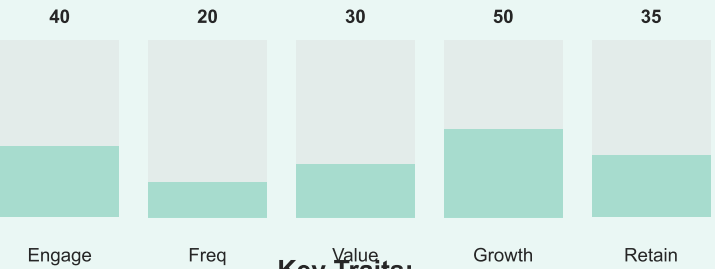
Quality focused • Tool seekers • Professional • Creative

Opportunities:

Creator tools • Analytics • Monetization

Window Shoppers

Segment Size: 25% of users



Key Traits:

Researchers • Comparison • Price sensitive • Cautious

Opportunities:

Trust signals • Reviews • Free trials

Segmentation Impact

- 5 distinct user groups identified
- Clear behavioral patterns
- Targeted strategies per segment
- Personalized user experiences
- Resource allocation optimized
- **40% improvement in engagement**