.PERSONAL INFORMATION:

NAME: PRAVALIKA GORLY

AGE:35

LOCATION: Visakhapatnam, Andhra Pradesh

OCCUPATION: Working in IT company, as a team leader

INCOME:24 LPA

FAMILY STATUS: Married and have 1 children

TECHNOLOGY USAGE: Usage of modern devices like smart phones, laptop, etc.....

GOALS AND OBJECTIVES :

1. Create a fulfilling career in tech, particularly in Artificial Intelligence and Machine Learning.

2. Keep up with new tech developments and earn important certifications.

3. Manage work and personal life well while enjoying hobbies like traveling and staying fit.

PSYCHOGRAPHIC INFORMATION :

Hobbies:

New technology advancements

Reading articles about AI and automation

Practicing yoga and mindfulness

Traveling for adventure and capturing moments through photography

Choices:

Likes to learn through online classes and webinars.

Prefers the ease of online shopping but cares more about quality than cost.

Character Traits:

Curious and analytical

Organized with a clear sense of direction

Willing to explore new possibilities

BEHAVIOUR AND PREFERENCES :

Often uses platforms like LinkedIn, Udemy, and Coursera to network and improve skills.

Appreciates easy-to-use and fast digital tools.

Active on Instagram to document travel experiences.

Makes buying decisions after doing careful research online.

USER JOURNEY :

1. Recognizes an interest or need (like learning about AI).

2. Looks for suitable platforms or courses.

3. Signs up for an online course after checking reviews.

4. Shares successes on professional sites like LinkedIn.

5. Applies new skills at work and seeks input from colleagues.

CHALLENGES AND PAINPOINTS :

Finds it hard to carve out time for personal growth with work demands.

Has trouble locating trustworthy resources for advanced subjects.

Feels overwhelmed during demanding project deadlines.

Struggles to keep a steady fitness routine.