

# User Persona for Startup Product

1. Persona Name: Aarav Mehta

2. Demographic Information:

- Age: 28
- Gender: Male
- Location: Bangalore, India
- Occupation: Software Engineer at a mid-sized tech company
- Education: Bachelor's Degree in Computer Science
- Income Level: INR12 LPA
- Marital Status: Single

3. Goals and Objectives:

- Wants to stay updated with the latest technology trends.
- Seeks tools to improve productivity and work-life balance.
- Interested in side projects and passive income opportunities.
- Looking for a platform that offers personalized learning and upskilling.

4. Psychographic Information:

- Interests: AI, Blockchain, and Web3 technologies.
- Personality Traits: Ambitious, analytical, and tech-savvy.
- Values: Innovation, efficiency, and career growth.

5. Behavior and Preferences:

- Prefers mobile-friendly and intuitive apps for learning.
- Reads tech blogs, listens to podcasts, and follows influencers.
- Spends money on online courses, productivity tools, and gadgets.
- Engages with communities on LinkedIn, Reddit, and GitHub.

6. User Journey:

- Awareness: Finds out about the startup's platform through an ad or referral.

- Consideration: Reads reviews, explores free content, and compares competitors.
- Decision: Subscribes to a premium plan for structured learning.
- Retention: Regularly uses the platform, completes courses, and engages in discussions.

#### 7. Challenges and Pain Points:

- Struggles to find quality content that is relevant to his industry.
- Finds it hard to balance learning with his full-time job.
- Needs a structured approach to upskilling rather than scattered resources.
- Prefers hands-on projects over theoretical courses.

#### Submission Details:

- Sample Path: CT&DT-ChitkaraUTY-Batch No:5-Task 4 - User Persona
- Lucidchart Link: [Insert Your Lucidchart Link Here]
- GitHub Submission: Paste the Lucidchart link in README.md on GitHub.

# USER PERSONA

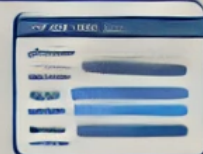
- 1 Career Growth
- 2 Productivity

AI

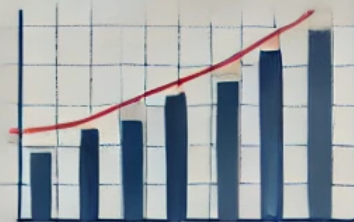
Productivity

AI  
QUALITY  
CONTENT  
Upskilling

## Psychographics



Goals



career productivity



USER  
CONTENT

Finding Psychographics

FINDING  
QUALITY  
CONTENT



GOALS

AARAV MEHA



Seer-Sanity



Productivity

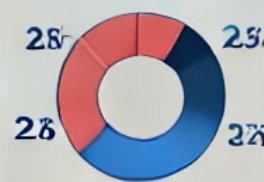


Web3

Finding  
Upskilling

- 1 AI
  - 2 Blockchain
  - 3 Upskilling
- Finding  
& Stealing

Finding Content  
Work and Learning



Web 3



Web3