

## TASK#04

### USER PERSONA

#### SMARTWATCH PRODUCT CALLED "FIT MAX".

Persona Name : Alex chen  
Age :  
Occupation : Marketing specialist  
Interest : Fitness,hiking,travel,tech gadgets.

#### PRODUCT DESCRIPTION:

Fit Max

.

#### GOALS:

- ◆ Stay active and healthy
- ◆ Monitor daily progress
- ◆ Receive important notifications
- ◆ Track outdoor activities

#### BEHAVIOUR PATTERNS:

- ❖ Exercises 3-4 times a week
- ❖ Checks phone frequently for updates
- ❖ Values precision and accuracy

#### DEMOGRAPHICS:

- ❖ Education : Bachelors degree
- ❖ Income :\$60,000-\$80,000
- ❖ Location : Urban

This persona provides a comprehensive over view of the Fit Max smartwatch product,targeting health-conscious and tech-savvy individuals.

