CT & DT – SPSU – "TEAM SCOUT" – TASK#04 – 'USER PERSONA'

Demographic information

sarah johnson

Age	28
Location	New York City, USA
Occupation	Digital Marketing
Income	$70,000 per year

Bachelor's degree in marketing

Bio

I am tech-savvy and spends most of my day managing digital marketing campaigns. I had a busy lifestyle, balancing my career and social life. I had a bachelor's degree in business and has been working in marketing for 7 years.

User journey

- Awareness : I discovers the product through an ad on LinkedIn.

- Consideration : I reads product reviews and visits the website to check out featuers.

- Decision : I sign up for free trial.

- usage : I starts using the product to manage my campaigns and track analytics.

- Loyality : I continues to use the product regularly due to its effectiveness and ease of use

Goal & objectives

PRIMARY GOALS

- Improve my work effficiency and manage multiple marketing campaigns effectively.

SECONDARY GOALS

- Stay updated with the latest digital marketing trends, maintain work-life balance.

psychographic information

Interests

- Digital marketing, technology, travel, fitness.

Values

- Innovation, efficiency, personal growth.

personality traits

- Highly organized, ambitious, analytical thinker, tech-savvy.

Behavior and preferences

- Prefers using mobile apps for task management.

- Enjoys products with a clean user interface and easy navigation.

- Regularly checks social media for the latest marketing trends.

Challenges and pain

- Finding a tool that integrates well with all in my marketing platforms.

- overwhelmed by too many analytics tools that are hard to use.

- prefers products that don't require along learning curve.

TEAM MEMBERS
- NAVEEN.C
- CHARAN TEJA.K
- HARI NAVEEN.M
- KUSHAL MENARIYA
- MAHESH LOHAR
- JAGADEESH