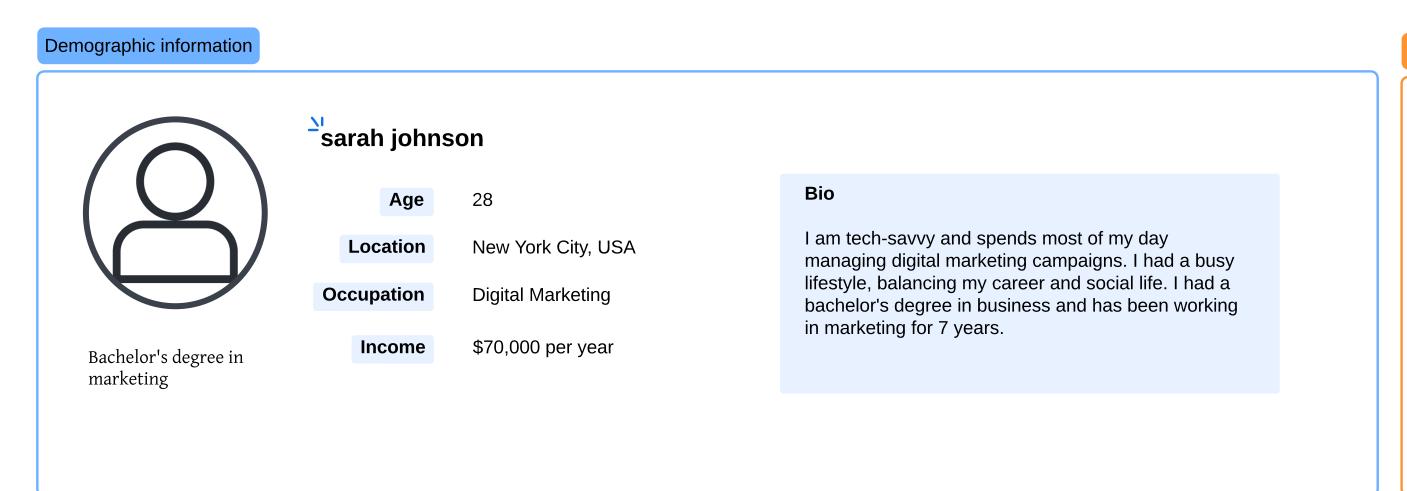
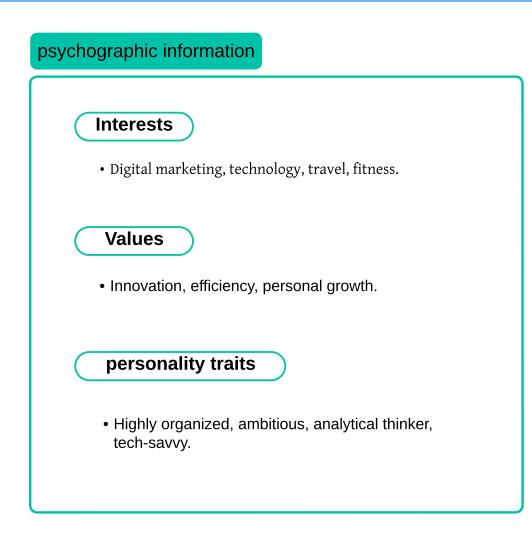
CT & DT - SPSU - "TEAM SCOUT" - TASK#02 - 'USER PERSONA'



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

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.



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.

Behavior and preferences

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