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

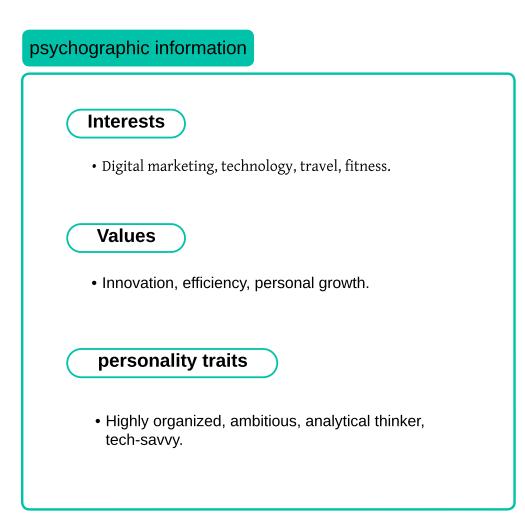


# User journey

- 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

Challenges and pain





# 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

all in my marketing platforms.

tools that are hard to use.

overwhelmed by too many analytics

• Finding a tool that integrates well with

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

# TEAM MEMBERS

- NAVEEN.C
- CHARAN TEJA.K
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