

Hungry-Move-6603

User Persona Analysis



Basic Information

Age: 28-33

Occupation: Business
Owner/Entrepreneur

Status: Single

Location: Lucknow, Uttar Pradesh,
India (originally from
Delhi)

Archetype: The Pragmatist

Personality (MBTI)

Introvert Extrovert

Sensing Intuition

Thinking Feeling

Judging Perceiving

Personality Keywords

Observant

Pragmatic

Health-conscious

Analytical

Disappointed

Motivations

To establish and grow his business in Lucknow.

To maintain a healthy lifestyle despite the challenges of a new environment.

To find community and social connections in his new city.

Behaviour & Habits

Tries to find productive activities during the weekend.

Observes and analyzes the local culture and customs.

Attempts to eat healthy by preparing meals at home or seeking out quality food options.

Frustrations

The prevalence of perceived corruption and status-seeking behavior in Lucknow.

High rent costs in Lucknow despite low demand.

The difficulty of finding affordable, healthy, and high-quality food options in Lucknow.

Goals & Needs

To successfully establish his business in Lucknow.

To integrate into the local community while maintaining his own values.

To find convenient and reliable ways to maintain a healthy lifestyle.