CT & DT - SPSU - "BRAINSTORMERS"- TASK#04

TASK#04 - "USER PERSONA"
SEC - D

PERSONA CANVAS

NAME : NIAONICA

DEMOGRAPHICS
AGE: 20
OCCUPATION : ENGINEERING STUDENT
EDUCATION : B.Tech CSE FROM IIT BOMBAY
LOCATION : UDAIPUR. RAJASTHAN

GOALS AND OBJECTIVES
• **Providing high quality , engaging educational content.**
• **Ensure accessibility for diverse learners**
• **Create opportunities for underprivileged learners.**

PRODUCT - ONLINE TEACHING PLATFORM

USER JOURNEY
• **User faced in understanding the needs and preferences of the other target audience**
• **Challenges in analyzing competitors and differentiating platform in a crowded market.**

PSYCHOGRAPHIC INFORMATION   (INTEREST,CHOICES)
• **Strong desires to share knowledge and help others learn new things.**
• **interest in building buisness and ceating a new revenue stream**

CHALLENGES AND PAIN POINTS
• **Struggling to narrow downthe platform's core features**
• **Ensuring that educational content is accurate**
• **Attracting new students and building a user base in crowded market.**

BEHAVIOURS AND PREFERENCES
•**Staying open to new ideas and innovate to meet users needs.**
•**Market research to understand user needs , competitor offerings and market needs.**
•**Approaching problems with problem solving attitude.**

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TEAM MEMBERS
•**HARSHITA JAIN**
•**K.AKHIL**
•**CHAITHANYA**
•**YESHWANTH REDDY**
•**ANJANEYULU**