

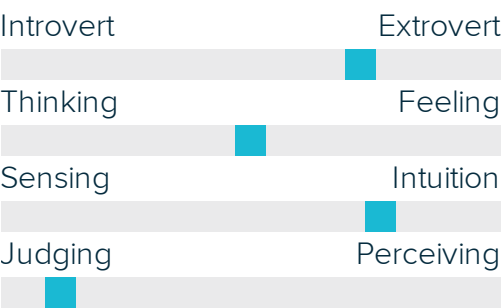
User Persona Name



"The trouble is, you think you have time."

Name: Shrutayu
Age: 24
Work: Programme advisor
Family: None
Location: Bengaluru

Personality



Focused Multi-Talented

Goals

- Wants to switch between different fields of work
- Likes to earn money in his own time.

Frustrations

- Is tired of working long fixed hours daily
- Does not know others sharing similar aspirations

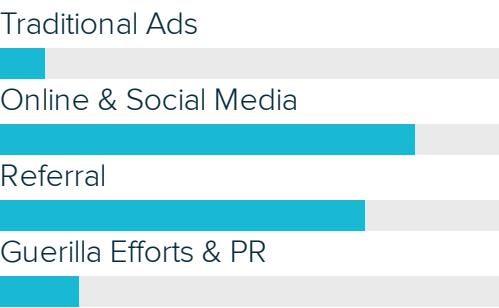
Bio

Shrutayu is a Programmer advisor, working for a new-age Ed-Tech startup company who is unable to cope with the demands of a 9-5 and wants to segue into the freelance software developer role.

Coming from a fairly well-esteemed computer science degree, he has the qualifications, skill and knowledge necessary to make it in the industry and simply requires to expand his social circle and find people in a similar situation as him.

Like Swathi, Shrutayu is capable of finding out the requirements needed to pass coding rounds to get into a FAANG.

Preferred Channels



Motivation

