



"Competitiveness brought me to Competitive Programming"

Name: Swathi

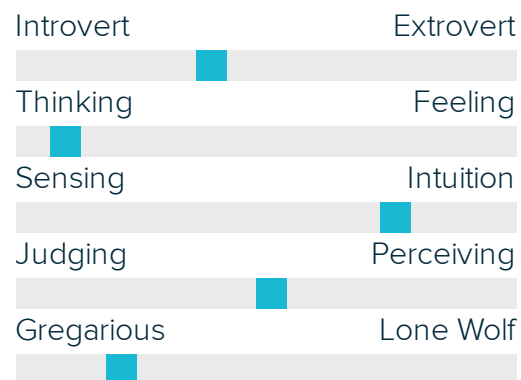
Age: 21

Work: Student

Location: Bangalore, Karnataka

Character: Competitive

Personality



Competitive

Hard Worker

Gregarious

Goals

- Want to get a job at FAANG
- Wants to become the best in her friend circle
- Wants to support her family
- Wants to travel the world

Frustrations

- Not being able to keep track of her progress quantitatively
- Worried about performance in placement season
- Not being able to quantitatively measure her rank within her friend circle

Bio

Swathi is a final year student studying at Indian Institute of Information Technology, Bangalore. She hasn't received a PPO in her 3rd year, and is worried about placement season, as she comes from humble beginnings and has to support her family.

Swathi knows that in order to get placed at a big FAANG company she would need to get good at competitive programming in order to ace the coding interview.

Swathi has a close circle of friends who have the same goal as her, and so Swathi wants to track her progress relative to them, as she would be competing with them during the coding round as well.

Motivation

Incentive

Fear

Growth

Power

Social

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR