Persona

Persona name

Ansh wants to develop the mobile application to track construction site labour movement and ensure the presence of PPE kits for safety within designated safety zones.

	awareness	consideration	decision	usage	advocacy
User actions	Construction company hears about the mobile app through online search, social media, or industry referrals.	Construction company explores the app's website, reads reviews, and compares it with other solutions.	Construction company decidesse or subscribe to purchabe to the app.	Construction company starts using the app to track labor movement and ensure safety compliance.	Satisfied construction company recommends the app to peers or leaves positive reviews.
Touchpoints	Website, social media platforms, industry conferences.	Website, app demos, customer testimonials.	App store, website, sales representatives.	Mobile app interface, push notifications, customer support.	Social media, industry forums, review platforms.
Emotions	Curiosity about how the app can streamline their labor management and enhance safety.	Interest in understanding how the app works and whether it meets their specific needs.	Confidence in the app's ability to improve their labor management and safety measures.	Satisfaction with the app's performance and the convenience it brings to their operations.	Enthusiasm about sharing their positive experience with others in the industry.
Pain points	Lack of efficient tools for monitoring labor movement and ensuring safety compliance.	Concerns about the app's ease of use, reliability, and integration with existing systems.	App installation and setup process, decision-making process within the company.	Technical issues, learning curve for using advanced features.	Concerns about data privacy or ongoing support.
Possible solutions	Highlight the app's features through engaging content, testimonials, and demonstrations to showcase its benefits.	Provide clear and detailed information about the app's functionalities, offer free trials or demos, and address common concerns through FAQs or customer support.	Streamline the onboarding process with easy-to-follow instructions, offer personalized assistance during setup, and provide incentives for early adoption.	Offer responsive customer support to address technical issues promptly, provide tutorials and training resources for utilizing advanced features effectively.	Foster a community around the app, encourage feedback and suggestions for improvements, and maintain transparency about data security measures and ongoing support initiatives.