**TASK 4 :- USER PERSONA**

**TOPIC:- TECHNIQUES OF EMPATHY BUILDING**

DEMOGRAPHIC INFORMATION:-

**Name:** Mukesh Sharma  
**Age:** 25  
**Occupation:** Educator, Team Leader, Counselor, or UX Designer  
**Location:** Vaishali Nagar  
**Education:** Bachelor's or higher in Psychology, Communication, Design, or Leadership  
**Gender**: Male

**Martial Status**: Single

**Goals & Objectives:**

* Build deeper connections with people
* Improve communication and understanding in personal and professional settings
* Enhance leadership and team collaboration through empathy
* Create user-centric designs, services, or solutions
* Foster inclusivity and emotional intelligence

**Challenges & Pain Points:**

* Difficulty in understanding different perspectives
* Struggles with balancing empathy and assertiveness
* Managing emotional burnout
* Overcoming biases and judgments
* Lack of effective training or tools for empathy-building

**Behavior and Preference:**

* Active listener and observer
* Open to diverse opinions and cultural perspectives
* Practices mindfulness and emotional self-awareness
* Seeks continuous self-improvement
* Uses digital tools for collaboration and communication

**Psychographic information:**

**Personality Traits:**

✔️ Open-minded and non-judgmental  
✔️ Introspective and self-aware  
✔️ Active listener and deep thinker  
✔️ Emotionally resilient and adaptable

**Interests:**

✔️ Enjoys reading books on psychology, leadership, and human behavior  
✔️ Participates in community discussions or networking events  
✔️ Practices mindfulness, meditation, or journaling  
✔️ Engages in social work or volunteer activities

**User Choices:**  
✅ Explore free online resources (blogs, TED Talks, YouTube videos).  
✅ Enroll in structured courses or workshops on emotional intelligence.  
✅ Observe and learn from empathetic leaders and colleagues.

**User Journey:**

**1. Awareness (Realization of Need)**

* Notices conflicts or miscommunications in personal/professional life.
* Experiences difficulty in understanding others’ emotions.
* Encounters content on emotional intelligence and its benefits.
* Feels a desire to improve relationships and leadership skills.

**2. Consideration (Exploring Solutions)**

* Actively seeks ways to enhance empathy and emotional intelligence.
* Learns about different approaches, such as active listening and mindfulness.
* Reflects on personal biases and barriers to understanding others.
* Compares different resources (books, courses, training programs).

**3. Decision (Applying & Practicing Empathy)**

* Begins implementing empathy techniques in daily interactions.
* Engages in role-playing exercises and real-life practice.
* Actively listens, asks open-ended questions, and avoids judgment.
* Seeks feedback from colleagues, mentors, or friends on communication style.
* Notices improvements in relationships and workplace dynamics.