

Persona Creation for L&T EduTech

Persona 1: Rahul Sharma

Demographic Information:

Name: Rahul Sharma

Age: 24 years

Gender: Male

Location: Pune, India

Education: B.Tech in Mechanical Engineering

Occupation: Entry-level engineer at an automotive company

Income: ₹5,00,000 annually

Marital Status: Single

Technology Proficiency: Intermediate; familiar with online platforms but prefers structured courses.

Goals and Objectives:

To upskill in emerging fields like data analytics and project management.

To get certified and secure promotions or opportunities to switch to better companies.

To improve his employability in competitive job markets by acquiring industry-relevant skills.

Exercise (Daily Life Overview):

Rahul works 9 AM to 6 PM in his office and prefers to learn in the evenings or on weekends.

He spends 1–2 hours daily on personal development through online courses or YouTube.

Participates in online communities, such as LinkedIn groups, to follow trends and updates in his field.

Psychographic Information:

Interests: Engineering, technology trends, automotive innovations, and upskilling. He is particularly interested in acquiring knowledge that directly contributes to career growth.

Personality Traits: Analytical, goal-oriented, proactive learner, career-focused, and values efficiency.

Choices: Prefers structured learning, particularly courses that offer certificates recognized by industries. He likes engaging with course material that involves real-world projects.

Behavior and Preferences:

Learning Style: Prefers blended learning, including videos, interactive quizzes, and assignments.

Device Use: Primarily uses a laptop for courses, but checks notifications and forums on his mobile device.

Course Preference: Prefers short, skill-specific courses that provide certifications, focusing on career progression and industry trends.

User Journey:

Awareness Stage: Rahul discovers L&T EduTech through LinkedIn or word of mouth from colleagues who have benefited from similar platforms.

Consideration Stage: He compares L&T EduTech with other platforms like Coursera or Udemy, focusing on course content, certification authenticity, and industry relevance.

Decision Stage: After seeing reviews and understanding that L&T EduTech offers courses with job-relevant skills, he signs up for a course in data analytics.

Engagement Stage: Rahul appreciates the structured approach, real-world case studies, and interactions with industry professionals. He continues to take additional courses.

Advocacy Stage: Rahul shares his success with colleagues, recommending the platform to others, especially when he gets promoted or secures a new job based on his new skills.

Challenges and Pain Points:

Time Management: Struggles to balance full-time work with learning, so he needs flexible course schedules.

Course Selection: Overwhelmed by the variety of online courses and unsure about which ones will truly benefit his career.

Practical Application: Many courses focus too much on theory; Rahul seeks hands-on learning or practical case studies that he can apply at work.

Credibility of Certificates: Concerns about how well online course certifications will be recognized by employers, especially compared to traditional qualifications