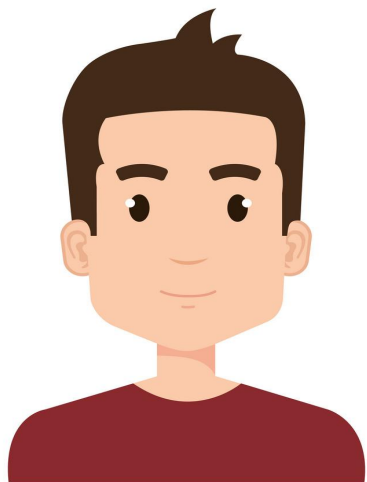


# CUSTOMER PERSONA



Workaholic

Focused

Caring



## Goals

- Family's well being
- Earn a decent amount to support the needs of family
- Learning new technology to sustain in competitive world

## Frustrations

- Busy schedule so can't spend much time with family.
- Exhaustive work environment.

## Motivations

Family's well being  
To excel at work  
Believes in GOD

I am an IT profession and family man.

Age (in years): 30 years

Gender: Male

Profession: Software Engineer

Location: Bangalore

## Personality

Introvert, Reliable and organised

## BIO

Akshat(changed name) is an IT professional in a MNC in Bangalore. He is a workaholic person who tries to maintain the balance between family and work. Despite his busy schedule he puts consistent efforts in keeping his loved one happy. He is someone who have faith in GOD and thinks that everything in this world has some connection or divine intervention.

He is a rational man who have faith in god but does not believes in superstitious believes. Akshat describe nearly every middle class man/woman of Indian society.