# ROMAN'S PERSONA TEMPLATE

romanpichler

## PICTURE & NAME

What does the persona look like? What is its name? Choose a realistic and believable picture and name.

Vikas Matcha

## DETAILS

What are the persona's relevant characteristics and behaviours? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.

Vikas is prospective international student aged 25 years of age from Hyderabad who wants to pursue Higher studies in US. He has a bachelor's degree in computer science with 3.5 GPA.

He is also an associate software engineer with 2 years of experience.

## GOAL

What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?

Vikas will benefit from our 360-degree VR Video app as it will provide him the virtual tour of Pace Campuses which looks very realistic and he can have an experience of being on the campus. This helps him to decide if he wants to attend pace to purse his higher studies or not based on his likes and dislikes.

This work is licensed under a Creative Commons Attribution-ShareAlike 3.0 Unported License