## KAPIL SHARMA



"I love to complete with others and when I do , I always try my best to win"

Age: 30

Work: Software developer

Family: Married

Location: hyderabad,

Telangana

Character. The Computer

Nerd

Agreeable

Accessible

Creative

Relfective

#### Goals

- · A task that needs to be completed.
- Become more proficient with his work, so that he can do more with less
- To set goals and see and make positive impacts on his life

## Motivation

Fear
Growth
Power
Social

#### Frustrations

- · Inefficient task management
- An obstacle that prevents this user from achieving their goals.
- · Problems with the available solutions.
- Lack of collaboration features

#### Brands







### Bio

Kapil is asystems software developer a data junkle anf for the past couple years has been very interested in tracking aspects of his health and health and performance. Kapil wants to track his mood, happiness, sleep qualify and how his eating and exercisehabits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to ut down on alcohol intake.

## Preferred Channels

Traditional Ads
Online & Social Media
Mobile
Email

# Personally

Introvert	Extrovert
Thinking	Feeling
analytical	Creative
passive	active