

A photograph of a modern architectural structure, likely a glass and steel building, viewed from below. The building's facade is composed of large, angular glass panels that reflect the surrounding environment. The sky above is a clear blue with scattered white clouds. Superimposed on the center of the image is a dark gray rectangular box containing the word "PERSONAS" in large, white, sans-serif capital letters.

PERSONAS

Group Number 13

What are Personas?

Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way. Creating personas helps the designer to understand users' needs, experiences, behaviours and goals.

Image source: canva



“ I want a comfortable drive to my office
that does not damage my BMW ”



Akshay Singh

Entrepreneur

ABOUT

Age - 27

Annual Income - 3M INR

DESCRIPTION

Akshay is a young and ambitious entrepreneur who has a tech startup which he started recently and doing well for himself. He goes to his office daily by travelling 30 km using the elevated road in his city. He also recently bought a brand new BMW X1 Car worth 4M INR for his daily commute.

BRANDS



PERSONALITY

CONFIDENT • SPONTANEOUS • METICULOUS
TAKES RISKS • AMBITIOUS • HARDWORKER

GOALS

He wants his startup to grow for which he wants to work hard. He also wants to have a pleasant and comfortable 60 km round trip to his office daily. He also wants to protect and preserve his car to prolong its life.

FRUSTRATIONS

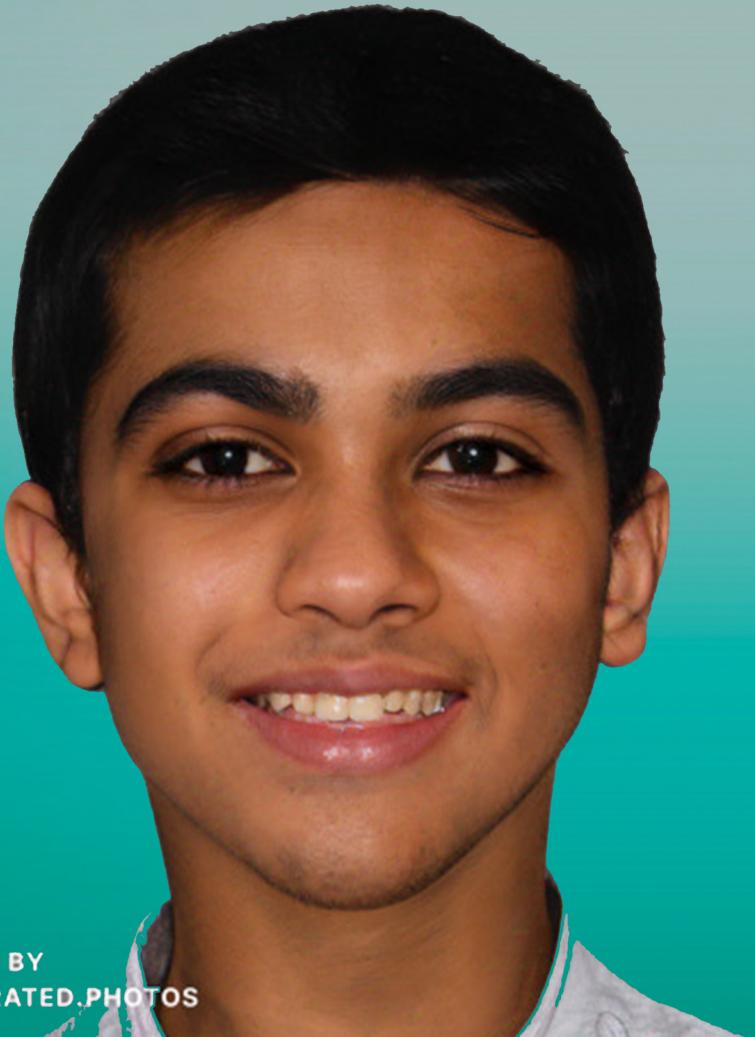
The elevated road he takes while going to his office has a large amount of dents and potholes which makes the ride to his office bumpy and tiresome. Also some of these potholes are so big that they cause damage to his expensive new car.

NEEDS AND EXPECTATIONS

He needs a solution to this problem but does not know how to report this problem or who to approach to get the road fixed. He wants a product or service which he can use to report this issue and get a speedy redressal.



IMAGE BY
GENERATED.PHOTOS



“ I want a properly maintained, lighted and free from stray dogs neighbourhood ”

Vikram Kumar

School Student

ABOUT

Age - 15

DESCRIPTION

He is a talented, smart, intelligent young boy who likes to play in the parks with his friends. He is in 10th standard and has excellent grades and is good in sports. He is in the school badminton team and had won a national medal in under 16 category. He is very hardworking and daily practices in the park. He likes to sing and dance as well. He is naughty and plays quite a few pranks on people. He also loves to talk about cars.

BRANDS



PERSONALITY

YOUNG • CARELESS • FREE SPIRIT
INTELLIGENT • ATHLETIC • WEAK AT MATHS

GOALS

To get good marks in school to enter a good engineering university. He wants to pursue a career in the automobile industry and create cheap electric vehicles for the people in our country. He also wants to win the under 17 badminton championship.

FRUSTRATIONS

Recently with poor mcd services in his area he has been troubled by the increasing garbage and air pollution in the neighbourhood due to which he has fallen ill various times. At night he goes to practice in the park and faces lots of problems due to poor lighting. There has been an increase in stray dogs which also causes a lot of problem.

NEEDS AND EXPECTATIONS

Wants a clean, safe and green society. He wants an app that can contact NGOs to help stray dogs and provide them with proper food and shelter. He also wants to report poor maintenance of parks so that he can practice at ease during any time of a day.



“ I want proper housekeeping serviced
for properly maintaining my home ”



Rakesh Khurana

Government Official

ABOUT

Age - 59

Annual Income - 800K INR

DESCRIPTION

Mr. Rakesh Khurana comes from a family where both him and his wife go to work in the morning and come back home in the evening and their only son goes to a university in a different country.

BRANDS



PERSONALITY

OLD • INACTIVE • PROCRASTINATOR
REPETITIVE • OLD SCHOOL • UNDER THINKER

GOALS

Now that his tech savvy son is gone, he wants to be self sufficient. He wants to do proper maintaining of his garden and house with minimal tension and inconvenience.

FRUSTRATIONS

Not being able to call housekeeping services due to the absence of people at home during working hours. He also finds it difficult to find various kinds of services at one place. There is a separate number for different services.

NEEDS AND EXPECTATIONS

He needs some kind of service that can call all the necessary housekeeping services like plumbing, washing utensils, gardening, etc using a one simple to use portal on a desired date and time.



“ I want a clean and hygenic
neighbourhood free from diseases ”

Anjali Sharma

Account Executive

ABOUT

Age - 33

Annual Income - 1M INR

DESCRIPTION

Anjali is a young & talented account executive and she is currently working at fair deal distributors. She has 7 years of experience in her field. She goes to her office daily by metro since her office is directly connected to her home by the pink line of metro.

BRANDS



dineout



PERSONALITY

YOUNG • WITTY • WEAK IMMUNE SYSTEM
INTELLIGENT • HARDWORKER • KIND

GOALS

She wants to open her own company and wants to have a good and comfortable life. She wants to live in a hygiene and clean environment & breathe fresh air. She also wants to make her area in which she lives clean.

FRUSTRATIONS

There is a sewage leakage problem in her area. Lot of smell and various kinds of insects are there , so whenever she goes out or to her office she has to go by that route because there is not another route. It also makes her sick sometimes.

NEEDS AND EXPECTATIONS

She needs some kind of facility that will allow her to report this issue to the relevant authorities so that some action can be taken.



IMAGE BY
GENERATED.PHOTOS