Name – Shivam Giri

Course name – B.tech ese

College name – Quantum university, Roorkee

Batch no- 1

Task no- 2

Task 2:

Create an example for a product where it needs the following

✓ User Research - Conduct a user research for any product

✓ Persona Creation - Imagine you are going to create a product for a Startup, where you need to create a user persona covering the following features

* Demographic Information (Persona name and personal information)
* Goal and Objectives
* Psychographic Information (interest, choices and Personality traits) Behavior and Preference
* User Journey
* Challenges and Pain Points

✓ Journey Mapping - Create a user journey map for the product

**Product Idea:**

**"FitTrack" – A Personalized Fitness App**

* **Purpose:** Helps users create and follow personalized fitness plans, track their progress, and stay motivated with interactive features.
* **Target Audience:** Young adults and working professionals looking for **customized fitness solutions**.

**Step 1: User Research**

To create a meaningful product, **user research** is essential. This involves:

* **Identifying the target audience**
* **Understanding their needs, preferences, and pain points**
* **Validating the product’s value through insights**

**1. Research Methods Used**

* **Online Surveys:** To gather data on fitness habits, challenges, and goals.
* **Interviews:** Conducted with 10 potential users to understand their expectations from a fitness app.
* **Competitor Analysis:** Researched existing fitness apps (like Nike Training Club, MyFitnessPal) to identify gaps and opportunities.

**2. Key Research Findings**

| **Category** | **Insights from User Research** |
| --- | --- |
| **User Motivation** | Users want **personalized fitness plans** rather than generic ones. |
| **Workout Preferences** | Most prefer **home workouts** over gym sessions for flexibility. |
| **App Expectations** | Users expect **progress tracking** and **reminder notifications**. |
| **Pain Points** | Many apps have **complicated UI** and lack personalized guidance. |
| **Gamification Desire** | Users like challenges, rewards, and social features for motivation. |

**Step 2: User Persona Creation**

Based on the research, here’s a detailed **user persona**:

**Persona Name:**

**Shivam Giri**

**1. Demographic Information**

* **Age:** 21
* **Gender:** Male
* **Location:** Bengal, India
* **Education:** B.tech ece

**2. Goals and Objectives**

* **Goal 1:** Stay fit despite a sedentary desk job.
* **Goal 2:** Find a **flexible and time-efficient** workout routine.
* **Goal 3:** Track her **progress and calorie intake** easily.

**3. Psychographic Information**

* **Interests:** Yoga, running, and healthy meal prepping.
* **Choices:** Prefers apps with **simple, clear UI** and minimal distractions.
* **Personality Traits:**
  + **Motivated:** Values consistency and self-improvement.
  + **Tech-savvy:** Comfortable with using apps and gadgets.
  + **Health-conscious:** Interested in fitness challenges.

**4. Behavior and Preferences**

* **Workout Routine:**
  + Exercises **4 times a week** at home.
  + Prefers **short, high-intensity workouts** (HIIT).
* **Tech Habits:**
  + Uses **fitness wearables** (e.g., Mi Band) to track steps.
  + Shares fitness achievements on **Instagram**.
* **Challenges:**
  + Finds it hard to **stay consistent** due to a busy work schedule.
  + Gets **bored with repetitive workouts**.

**5. User Journey**

**Scenario:** Ayesha wants to maintain her fitness despite her demanding work hours.

| **Stage** | **Action** | **Pain Points** | **Opportunities** |
| --- | --- | --- | --- |
| **Awareness** | Sees an ad for FitTrack on Instagram. | Skeptical about the app’s effectiveness. | Use **user testimonials** to build trust. |
| **Consideration** | Visits the app store and checks reviews. | Worried about **complex navigation**. | Ensure a **user-friendly UI**. |
| **Onboarding** | Installs the app and creates an account. | Overwhelmed by initial setup. | Provide **guided onboarding**. |
| **Exploration** | Browses workouts and sets goals. | Struggles to find tailored plans. | Offer **personalized recommendations**. |
| **Usage & Engagement** | Follows workouts 4 times a week. | Gets bored with repetition. | Introduce **gamification & challenges**. |
| **Retention** | Tracks progress weekly. | Needs better **motivation**. | Send **reminders & motivational tips**. |
| **Loyalty & Advocacy** | Shares achievements on Instagram. | Wants social engagement. | Add **social sharing & leaderboard**. |

**Step 3: Journey Mapping**

Here’s a visual representation of **Ayesha’s journey** with FitTrack:

**User Journey Map**

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| Awareness Stage |

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| Shivam sees a FitTrack ad on Instagram.

| → Clicks on the ad and explores the website.

| → Skeptical about the effectiveness.

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| Consideration Stage |

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| Shivam checks the app store reviews.

| → Compares it with competitors.

| → Downloads the app out of curiosity.

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| Onboarding Stage |

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| Shivam creates her profile.

| → Fills in fitness goals, weight, and preferences.

| → Finds the onboarding process simple and clear.

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| Usage & Engagement Stage |

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| Shivam follows customized workouts.

| → Gets weekly progress insights.

| → Participates in monthly challenges.

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| Retention & Loyalty Stage |

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| shivam shares her achievements on Instagram.

| → Invites friends to join the challenge.

| → Becomes a loyal user.

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