**Name- Shivam Giri**

**Course name-B.Tech ECE**

**College name-Quantum University , Roorkee**

**Batch number- 1**

**Task no.- 1**

**Task name- Imagine you are going to create product for a startup, where you need to create a user persona covering the following features:**

**1-Demographic information (persona name and personal information)**

**2-Goal and objectives**

**3-Psychographic information (interest, choices and personality traits)**

**4-Behavior and preference**

**5-User journey**

**6-Challenges and pain points**

**Task-1:**

**User Persona: Shivam Giri**

**1. Demographic Information**

* **Age:** 20
* **Gender:** Male
* **Location:** Qunatum university
* **Education:** B.tech ECE
* **Occupation:** Student
* **Marital Status:** Single
* **Tech Savviness:** High

**2. Goals and Objectives**

* Wants to improve productivity and streamline daily workflows
* Seeks tools that help automate repetitive tasks
* Aims to maintain work-life balance while excelling in her career
* Looking for an intuitive and easy-to-use product to integrate into her routine

**3. Psychographic Profile**

* Ambitious, career-driven, and always looking for ways to optimize her time
* Values efficiency and prefers tools that provide clear ROI
* Enjoys reading self-improvement books and listening to productivity podcasts
* Prefers modern, sleek, and minimalist designs in digital products

**4. Behavior and Preferences**

* Uses productivity tools like Notion, Slack, and Google Workspace
* Active on LinkedIn and Twitter, follows thought leaders in marketing and productivity
* Prefers mobile and desktop apps that sync seamlessly
* Willing to pay for a premium product if it adds significant value

**5. User Journey**

1. **Awareness:** Emily searches online for productivity tools or learns about the product through an industry influencer.
2. **Consideration:** She visits the product’s website, reads reviews, and checks if it integrates with her existing tools.
3. **Trial:** Signs up for a free trial or freemium version to test usability and features.
4. **Adoption:** If the tool meets her needs, she subscribes to a paid plan and integrates it into her daily routine.
5. **Advocacy:** If satisfied, she shares her experience on LinkedIn or recommends it to colleagues.

**6. Challenges and Pain Points**

* Overwhelmed by managing multiple tasks and communication channels
* Struggles with finding a productivity tool that truly aligns with her needs
* Gets frustrated with complex onboarding processes and poor UI/UX
* Concerned about data security and privacy while using third-party apps