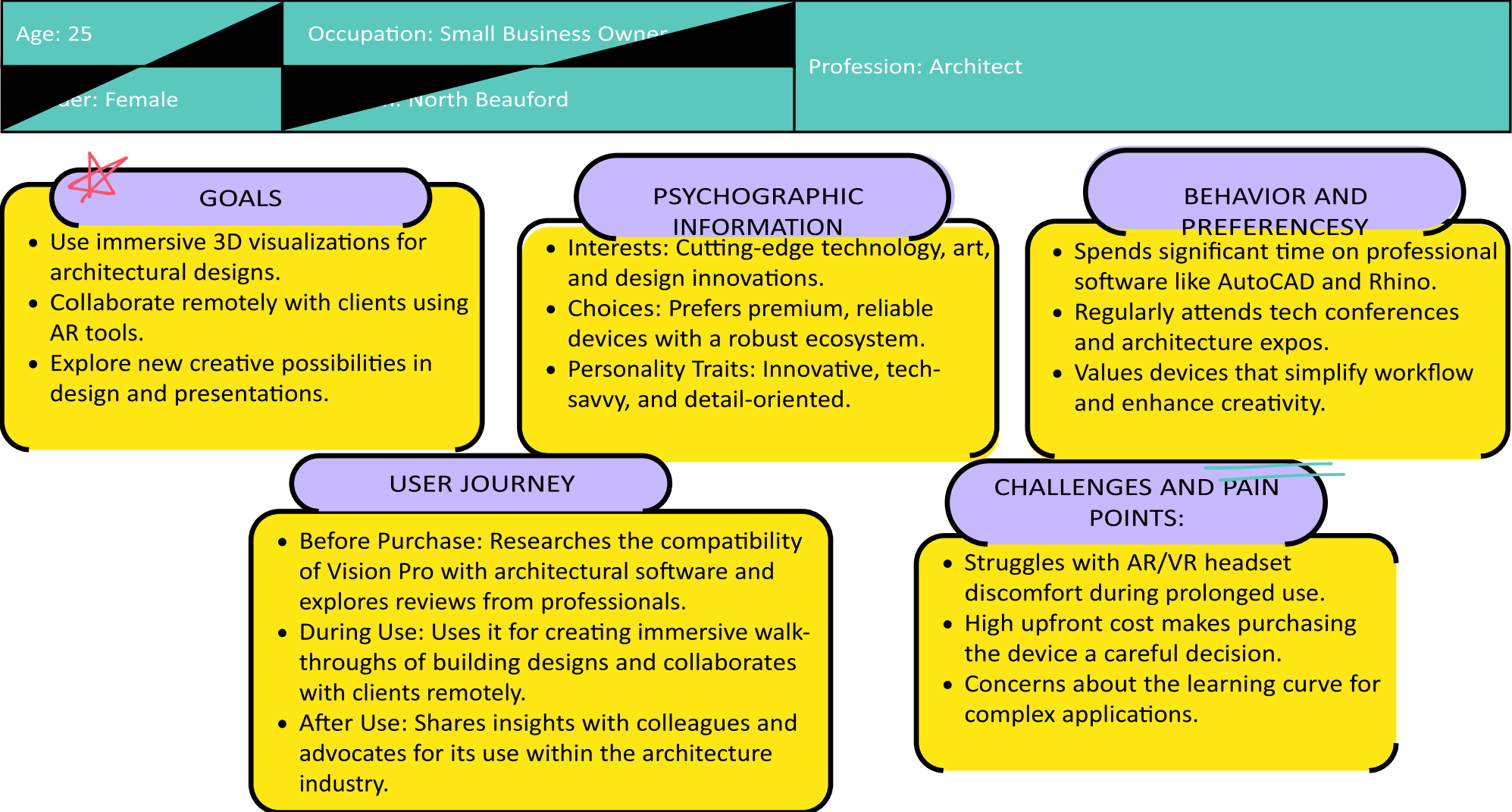# User Persona

Product-Apple vision pro

Attract and retain satisfied users by creating smooth, relevant customer experiences.

STAGE 1 — Identify the customer personas that you're targeting. Create as many personas as you need.

Age: 25

Occupation: Small Business Owner

Profession: Architect

Gender: Female

North Beauford

GOALS

- Use immersive 3D visualizations for architectural designs.
- Collaborate remotely with clients using AR tools.
- Explore new creative possibilities in design and presentations.

PSYCHOGRAPHIC INFORMATION

- Interests: Cutting-edge technology, art, and design innovations.
- Choices: Prefers premium, reliable devices with a robust ecosystem.
- Personality Traits: Innovative, tech-savvy, and detail-oriented.

BEHAVIOR AND PREFERENCESY

- Spends significant time on professional software like AutoCAD and Rhino.
- Regularly attends tech conferences and architecture expos.
- Values devices that simplify workflow and enhance creativity.

USER JOURNEY

- Before Purchase: Researches the compatibility of Vision Pro with architectural software and explores reviews from professionals.
- During Use: Uses it for creating immersive walk-throughs of building designs and collaborates with clients remotely.
- After Use: Shares insights with colleagues and advocates for its use within the architecture industry.

CHALLENGES AND PAIN POINTS:

- Struggles with AR/VR headset discomfort during prolonged use.
- High upfront cost makes purchasing the device a careful decision.
- Concerns about the learning curve for complex applications.

Stage	Actions	Pain Points	Opportunities
Awareness	- Learns about Vision Pro through a tech conference.	- Concerns about price and compatibility.	- Highlight real-world architecture use cases and software integration.
Consideration	- Researches online reviews, watches demo videos, and connects with other professionals.	- Limited hands-on trial opportunities.	- Provide virtual trial experiences and in-depth video tutorials for professionals.
Decision	- Purchases Vision Pro after assessing its compatibility with current design workflows.	- Price and uncertainty of ROI.	- Offer financing options or discounts for professionals.
Usage	- Uses Vision Pro for 3D architectural visualization and client presentations.	- Initial discomfort during extended use.	- Include ergonomic design and adjustable features.
Advocacy	- Recommends the product to colleagues and shares design outcomes at conferences.	- Limited platform for professional community.	- Create a dedicated platform for sharing AR/VR best practices and tips.