

PERSONA

- A persona is an archetype of a user group derived from combining attributes of real users to form a fictitious character to be used as inspiration in the design process.
- Use this template to bring to life the drivers and needs of specific user groups to help you answer the question: 'Who am I designing for?'



1 GATHER INSPIRATION

- Collect inspiration for your persona by conducting research, interviews and observing multiple real users.

2 BRING THE CHARACTER TO LIFE

- Craft the first draft of your persona below. Then iterate once feedback is received to validate any assumptions you have made.

Demographic information

Name: Rahul Sharma

Age: 30

Gender: Male

Location: New Delhi, India

Occupation: Software Engineer

Education: Bachelor's Degree in Computer Science

Hobbies: Running, Traveling, Cooking, Photography

Goals and Objectives

1. Maintain a healthy lifestyle and achieve fitness goals.

2. Participate in marathons and other fitness events.

3. Inspire others to adopt a healthy lifestyle through social media.

Psychographic Information

1. Interests: Running, weightlifting, nutrition, and outdoor activities.

2. Choices: Prefers using fitness apps and gadgets to track his progress. Follows fitness influencers and reads health blogs.

3. Personality Traits: Disciplined, goal-oriented, motivational, and energetic.

Behavior and Preferences

1. Routine-Oriented: Sticks to a strict workout and diet regimen.

2. Tech-Savvy: Uses fitness trackers, apps, and smartwatches to monitor his activities and health metrics.

3. Socially Active: Shares fitness achievements and tips on social media to motivate others.

4. Health-Conscious: Chooses organic and protein-rich foods to support his fitness goals.

User Journey

1. Awareness: Rahul discovers a new fitness product or app through social media, fitness blogs, or recommendations from fellow fitness enthusiasts.

2. Consideration: He researches the product, reads reviews, and compares it with similar products.

3. Decision: Rahul decides to purchase the product based on its features, effectiveness, and user feedback.

4. Implementation: He integrates the product into his fitness routine and tracks his progress.

5. Feedback: Rahul provides feedback based on his experience and shares his thoughts on social media and fitness forums.

Challenges and Pain Points

1. Time Management: Balancing a demanding job with his fitness routine.

2. Consistency: Maintaining motivation during busy or stressful periods.

3. Product Quality: Ensuring the fitness products and supplements he uses are of high quality and safe.

4. Injury Prevention: Avoiding injuries while pushing himself to achieve fitness goals.