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.

PICTURE

NAME & DESCRIPTION

Talk about your persona and what makes them special. This can include demographic information, hobbies, tech...

Name: Amit Sharma
Age: 24
Location: Bengaluru, India
Occupation: Software Developer at a fintech startup
Education: B.Tech in Computer Science
Tech Proficiency: Advanced
Hobbies: Coding, AI research, gaming, and fitnes

. He is passionate about AI, automation, and productivity tools that simplify remote work. Amit is highly tech-savvy and enjoys exploring new technologies to enhance efficiency. However, he faces challenges in maintaining a work-life balance and finds many existing solutions either too complex or not well-integrated. His goal is to leverage AI-driven automation to improve his workflow while ensuring data privacy and security.

MEMORABLE QUOTES

"I want to work smarter, not harder."

"Automation is the key to efficiency."

GOALS

What does this person want to accomplish?

Stay updated with the latest technology trends

Build a side project on AI automation

Improve productivity and work-life balance

Enhance remote team collaboration

CHALLENGES

What challenges do they face accomplishing their goal?

truggles with balancing work and personal life

Finds existing productivity tools either too complex or inefficient

Managing distractions while working remotely

Concerns about data privacy in AI-driven solutions

VALUE

What matters most to them in life?

Efficiency and time management

Seamless user experience in tech products

Data privacy and security

Innovation and continuous learning