USE

DEMOGRAPHIC INFORMATION:

NAME: VENNELA
AGE:32
GENDER:female
LOCATION:andhra pradesh india
EDUCATION:sir padampat singhania university
OCCUPATION:digital marketing
INCOME:$75,000/year
MARTIAL STATUS:single
LIVING SITUATION:renting a modern
apartment in a vibrant neighbourhood

GOALS AN

.CAREER ADVANCEME
role within the next 2-
.PERSNOL GROWTH:sh
skills,particularly in en
.WORK-LIFE BALANCE:
between job and pers

PSYCHOGRAPHIC IN

.INTERESTS:passionate about technology,so
attending local tech meetups

.CHOICES:prefers brands that emphasize inn
favours products and services that are user f

.PERSONALITY TRAITS: ambitious,organized,
values efficiency and enjoys problem solving

BEHAVIOUR AND PREFEI

.TECHNOLOGY USAGE:highly tech-savy uses multiple de
on social media

.SHOPPING HABITS:researches products thoroughly bef
and values reviews

.CONTENT CONSUMPTIONS:prefers short,informative c
articles,podcasts and videos

RENCES

vices and is active

ontent such as

USER JOURNEY

.DISCOVERY:sarah comes across the product through a targeted digital ad or recommendations from a colleague

.RESEARCH: she visits the product websites,read,reviews and compares it ith competitions

.DECISION-MAKING:evaluates the products features,ease of use and how it fits into het current workflow

.PURCHASE:completes the pirchase online,possibly after engaging with alive chat or customer support

.USAGE:integrates the products into her daily routine,assesses its i on her productivity

.FEEDBACK:provides feedback via surveys or reviews,and may enga or support for any issues

CHALLENGES AND PAIN

.TIME MANAGEMENT:struggles to find time to explore
her busy shedule

.INTEGRATION:concerns about how well the new produ
integrate with her existing tools and processes

.OVERLOAD:experiences information overload from the
of new products and technologies

.COST VS VALUE:worries about whether the product pro
for its cost,ecpecially when budget constraints are a fac

PONITS

new tools amidst

constant influx

ovides sufficient value