Topic Name: Techniques of Empathy Building

Task#04 – User Persona

User Persona: Jake Peterson

• Demographic Information

- Name: Jake Peterson
- Age: 27
- Gender: Male
- Location: India
- Occupation: Freelance UX Designer
- Income Level: 60 lakh per year
- Education: Bachelor's Degree in Graphic Design
- Family Status: Single, lives in a shared apartment

• Goals and Objectives

- Wants to find clients easily and manage freelance projects efficiently.
- Seeks a platform that helps him showcase his portfolio and skills.
- Aims to automate administrative tasks like invoicing and scheduling.
- Prefers tools that integrate seamlessly with design software.

Psychographic Information

- **Interests**: Minimalist design, tech gadgets, remote work, personal branding.
- **Choices**: Prefers sleek, intuitive, and modern software interfaces.
- **Personality Traits**: Creative, independent, detail-oriented, self-motivated.

Behavior and Preferences

- Uses Figma, Adobe XD, and Notion daily.
- Spends time on Behance, Dribbble, and Twitter for inspiration and networking.
- Prefers digital contracts and payment methods for efficiency.
- Engages with online courses and design communities for skill development.

User Journey:

- **Discovery**: Searches for solutions on YouTube, product review blogs, and social media ads.
- **Consideration**: Looks for affordability, user experience, and integrations before making a decision.
- **Decision**: Tries free trials or demo versions before purchasing.
- **Adoption**: Uses the tool for client projects and workflow optimization.
- **Retention**: Stays engaged with customer support, new features, and community feedback.

Challenges and Pain Points

- Finding consistent, high-paying freelance gigs is challenging.
- Managing client communication and expectations can be time-consuming.
- Struggles with organizing projects and meeting deadlines efficiently.
- Needs an easy-to-use, all-in-one platform for portfolio, invoicing, and project tracking.
- Would you like me to tailor this persona for a specific startup niche?