


User Persona

Basic information



Goal Chaser

Shahid Mir

Age

30 years

Location

Kashmir

Occupation

Marketing Manager




Income

25 LPA

Goal

- Ensure the safety of his family
- Monitor home remotely while travelling
- Have a system that is easy to use and reliable

Favorite brands



Personality and traits

Openness

Conscientiousness

Extraversion

Agreeableness

Trait 1

Trait 2

Trait 3

User Journey

- **Discover:** Hears about the product from an online review.
- **Research:** Compares different security systems online.
- **Purchase:** Order the product via company's website.
- **Setup:** Install the system with step-by-step guidance.
- **Use:** Regularly uses the mobile app to monitor and conrol the system

Psychographic Information

- Tech-savvy, loves adopting new gadgets.
- Values peace of mind and convience.
- Concerned about increase in crime rate in his neighbourhood.

Behaviour And Preference

- Prefers system with smartphone app for remot access.
- Values integrations with other smart devices (eg., Alexa, Google Home).
- Likes system with clear installation, instruction or professional setup.

Pain points

- Concerned about privacy and data security.
- Complexity in configuring advanced features.
- High cost of professional installation of some systems.

User Journey Map

