

- Collage Name - Lamrin Tech Skills University Punjab
- Branch Name - Btech (Electrical Engineering)
- Course Name - Critical Thinking & Design Thinking
- Batch Number - 2024
- Presented By - Arun Thakur
- Roll Number - 24100130008
- Task No #04 - USER PERSONA



GOAL CHASER

Shivam Chaudhary

Age

30 years

Location

Chandigarh Sector 17

Occupation

Marketing Manager


Income


30 LPA

Goals

- To find tool that enhance productivity and save time.
- Manage woklife balace efficiently while staying organized.
- Adopt innovative reliable product that aligns with his fast-paced lifestyle.

Favorite Brands





Openness

Conscientiousness

Extroversion

Agreeableness

Trait 1

Trait 2

Trait 3

User Journey

- **Problem Awareness:** Notices inefficiencies in managing daily tasks, leading to stress.
- **Research:** Searches for innovative tools or apps to address pain points.
- **Evaluation:** Compares various options based on reviews, features, and ease of use.
- **Adoption:** Chooses a product and begins incorporating it into his routine.
- **Feedback:** Shares opinions on social media and looks for continuous updates from the product.

Psychographic Information

- **Interest :** Technology, productivity hacks, fitness and networking.
- **Choices :** Prefers high quality product with minimal learning curves.
- **Personality Traits :** Organized, ambitious and always lookinf for ways to optimize daily life.

Behaviour And Preference

- Spends 6-8 hours daily on digital services.
- Regularly researches app before purchasing.
- Relives heavily on tools like calendars, task managers, and fitness trackers.
- Prefers personalized user experiences and seamless integration across platforms.

Painpoints

- Struggles to manage multiple tasks effectively with limited time.
- Finds it difficult to commit to products that lack good support or reliability.
- Experiences frustration with apps or tools that have hidden subscription costs.