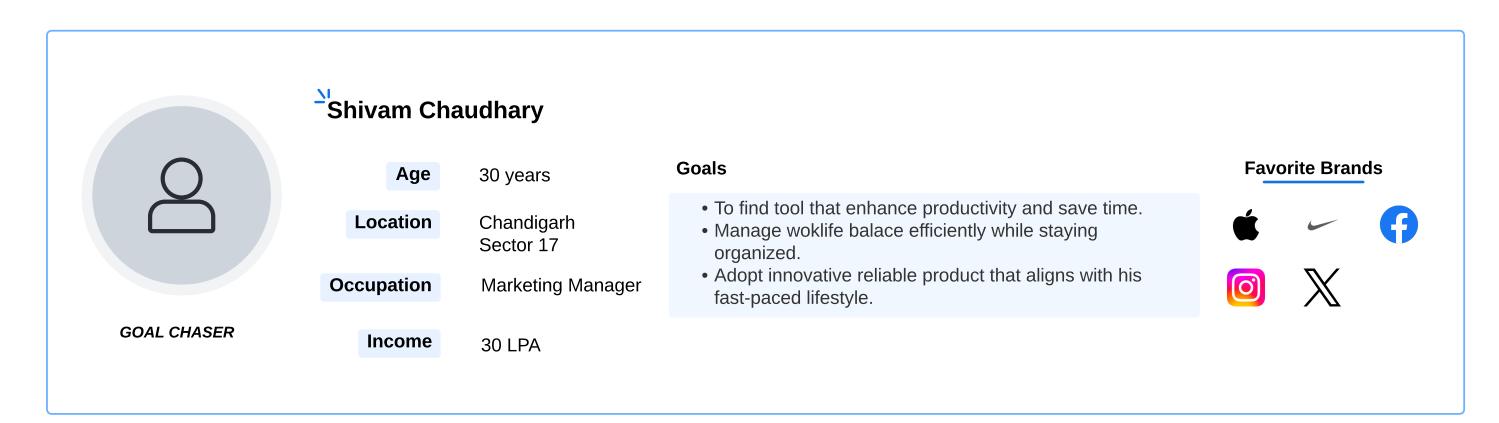
- Collage Name Lamrin Tech Skills University Punjab
- Branch Name Btech (Electrical Engineering)
- Course Name Critical Thinking & Design Thinking
- Batch Number 2024
- Presented By Arun Thakur
- Roll Number 24100130008
- Task No #04 USER PERSONA





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.