


Group A - Age Group (18 - 25)

Persona:	Final Year ,Fashion designing at NIFT
Photo:	
Fictional Name:	Tara
Job Title:	College Student
Demographics	22 Year old Single 2 Siblings
Goals and Tasks	Goal to be Fashion Designer for C&A Anticipating Consumer Trends Fashion Design Creating clothing Designs Accessory Design Forming Networking Connetions
Environment:	She is comfortable using her Smart Phone Ipad at college and home. she calls her self an active internet user. She has broadband at home and wifi in college. she use the web for about 5 hours a day


Group B - Age Group (26- 32)

Persona:	CTS - Progammer Analyst
Photo:	
Fictional Name:	Neethu
Job Title:	Programmer Analyst
Demographics	27 Year old Married 1 child
Goals and Tasks	Developed Various Applications for the Client. Handled Design , development ,Unit testing etc.
Environment:	She is comfortable using her laptop smartPhone at work and home. she calls her self an active internet user. she has broadband at home and wifi at work. she use the web for about 10 hours a day


Group B - Age Group (26- 32)

Persona:	Talent Acquisition at Philips
Photo:	
Fictional Name:	Mithun
Job Title:	Talen Acquisition
Demographics	27 Year old single Pursuing MBA at Manipal University
Goals and Tasks	Hard Worker , Goal Oriented. Staffing Process excellence. Candidate Evaluations sourcing profiles Coordinating Technical interviews
Environment:	he is comfortable using his laptop IPad SmartPhone at work and home. he has broadband at home and wifi in work. he use the web for about 7 hours a day

Group c - Age Group (33 - 45)

Persona:	Manager - HR ,Talent Development & Employee Engagement
Photo:	
Fictional Name:	Archana
Job Title:	Deputy Manager
Demographics	35 Year old Married Has a MBA from BIT Has a Blog
Goals and Tasks	Management Training Increased Performance Retention Organisational Growth
Environment:	She is comfortable using her laptop iPad at work and home. she calls her self an active internet user. she has broadband at home and wifi at work. she use the web for about 3 hours a day

Group c - Age Group (46 - 55)

Persona:	Associate Director at SPAN
Photo:	
Fictional Name:	Ramesh
Job Title:	Associate Director
Demographics	51 Year old Married 2 kids Grandfather of 1
Goals and Tasks	He is focused, goal - oriented with a strong leadership role. Spends his work time: Reviewing research Reports Supervising staff efforts Briefs agency heads
Environment:	he is comfortable using his laptop SmartPhone at work and home. he has broadband at home and wifi in work. he use the web for about 1.5 hours a day