

# **USER PERSONA USING EMPATHY MAPPING TECHNIQUE AND INFORMATION ARCHITECTURE**

**HARSH SHARMA**

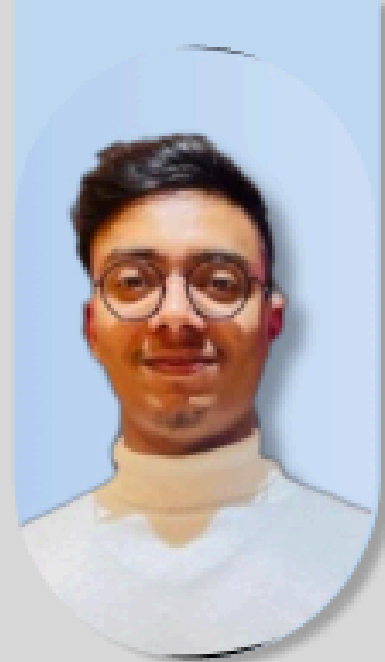
**12214617**

**13**

**KO-106**

**IXD801 - Interaction Design**

# Student Persona



Dhruv Jindal

- 20
- Male
- India
- Student
- B. Tech
- Single

Meticulous

Assertive

Energetic

Helpful

Creative

Tech Savvy

## Motivations

He is driven by a strong desire to continuously grow and challenge himself in tech. Whether it's tackling complex problems, collaborating with dynamic teams, or pushing creative boundaries, his motivation stems from a deep commitment to delivering impactful results.

## Goals

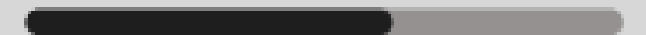
His goals are centered around continuous growth, both personally and professionally. He aims to deepen his expertise in Tech while contributing to innovative projects that make a tangible impact. Long-term, He envisions himself in a leadership role where he can mentor others, foster collaboration, and drive meaningful change.

## Pain Points

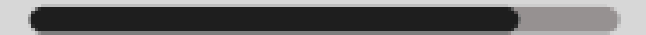
He has encountered various pain points throughout his journey, primarily revolving around navigating rapid changes and overcoming unforeseen challenges. These moments, while difficult, have taught him the value of adaptability, patience, and strategic problem-solving. Whether it's dealing with limited resources, managing competing priorities, or facing setbacks.

## Psychographics

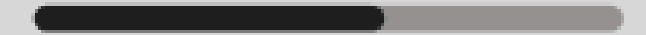
Motivation



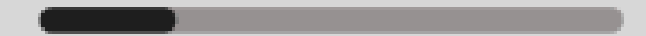
Self Discipline



Openness to new and open ideas



Sociable



## Personality

Introvert

Extrovert



Thinking

Feeling



Judging

Prospecting



Intuitive

Observant



## SAYS

Need to manage time better

Stressed about exams

Want to find Internship

Wish to had more time

## FEEL

Overwhelmed by workload

Anxious about future

Achieve personal goals

Frustrated by lack of time for hobbies



## THINKS

Choosing the right career path

Need to manage time better

Stand out in competitive job market

Worried about balancing study and personal life

## DOES

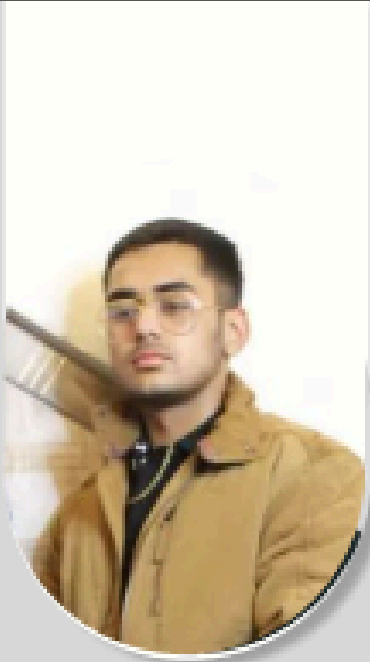
Studies late night

Participates in extra curricular activities

Frequently checks grades and deadlines for assignment

Spends more time on social media

# Designer Persona



Garv Sharma



28



Designer



India



B. Design



Male



Single

Helpful

Assertive

Meticulous

Energetic

Creative

Tech Savvy

## Motivations

He strives to create visually appealing and effective advertisements that resonate with the target audience. He aim to contribute to the success of marketing campaigns and drive brand awareness. Additionally, he seek to stay updated on industry trends and design best practices, while showcasing his creativity and talent through his work.

## Goals

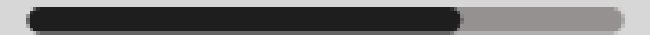
He aspires to develop innovative and attention-grabbing ad concepts. He aim to collaborate effectively with other team members to create successful campaigns and stay up-to-date with the latest design tools and software. Furthermore, He seek recognition for his contributions to the team and company.

## Pain Points

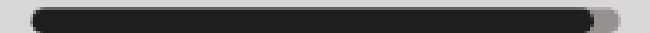
He often face challenges such as meeting tight deadlines, balancing multiple projects, finding inspiration in a fast-paced environment, dealing with feedback and revisions, and ensuring designs align with brand guidelines and messaging.

## Psychographics

Motivation



Self Discipline



Openness to new and open ideas



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## Personality

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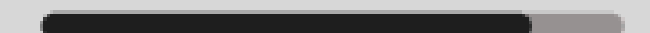
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Feeling



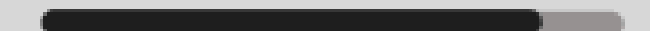
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## SAYS

Needs more creative freedom

Deadlines are always tight

Client feedback can be frustrating

Wants the work to stand out

## FEEL

Pressured to meet deadlines

Excited by the opportunity to  
bring ideas to life

Frustrated by revision or creative  
constraints

Proud when their work is well  
received and impactful



## THINKS

Thinking if he staying ahead of  
design trends

How to balance creativity and  
functionality

Is his portfolio strong enough

Will client approve his vision

## DOES

Spends time in sketching

Frequently uses design software

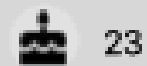
Collaborates with teams or clients  
to refine projects

Seeks inspiration from design  
blogs, social media or others

# Sales Manager Persona



**Chitraksh Verma**



23



Sales Manager



India



MBA



Male



Single

Meticulous

Assertive

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Helpful

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## Motivations

Sales managers are driven to achieve sales targets and exceed expectations. They aim to build strong relationships with clients and customers, develop and implement effective sales strategies, and contribute to the overall growth and success of the company.

## Goals

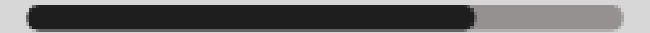
Sales managers strive to increase sales revenue and market share, close deals with high-value clients, develop and maintain a strong sales team, and stay informed about industry trends and market conditions.

## Pain Points

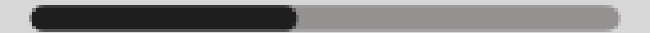
Common challenges faced by sales managers include overcoming objections and closing deals, managing a sales pipeline and prioritizing leads, dealing with rejection and maintaining a positive attitude, and keeping up with changing customer needs and preferences.

## Psychographics

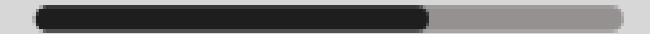
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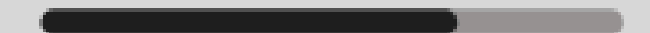
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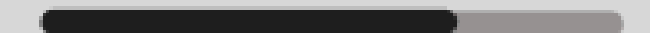
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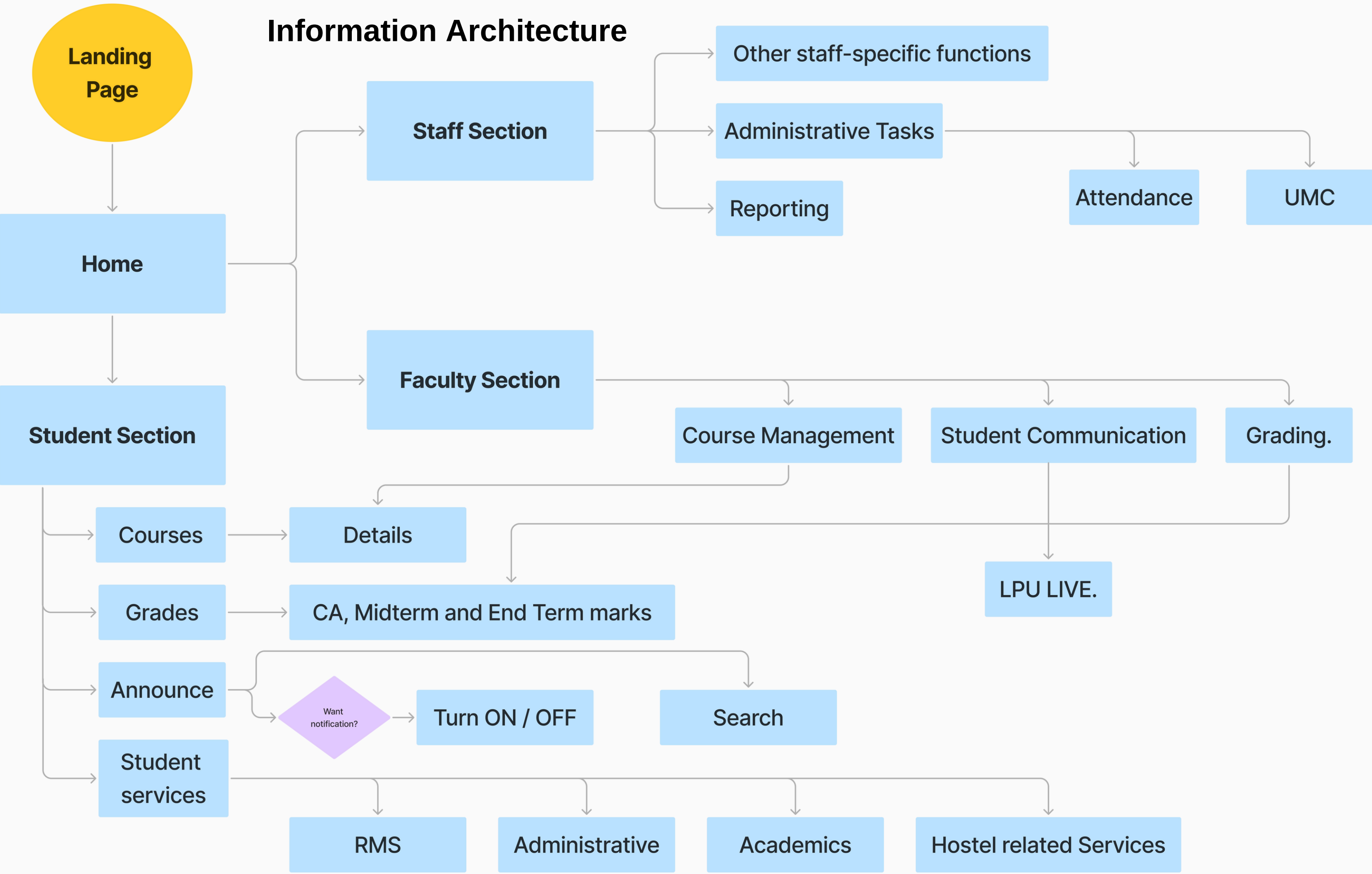
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Competitive Analysis

	Mercedes-Benz	BMW	Audi	Rolls-Royce	Range Rover
Safety	Excellent	Excellent	Excellent	Exceptional	Excellent
Luxury and Refinement	High	High	High	Highest	High
Technology	Advanced	Advanced	Advanced	Leading-edge	Advanced
Performance	Sporty and powerful	Sporty and dynamic	Balanced performance	Smooth and luxurious	Off-road capabilities
Customization Options	Wide range	Wide range	Extensive	Highly customizable	Wide range



Information Architecture



**THANK YOU**