PERSONA

- A persona is an archetype of a user group derived from combining attributes of real users to form a fictitious character to be used as inspiration in the design process.

- Use this template to bring to life the drivers and needs of specific user groups to help you answer the question: 'Who am I designing for?'

1 GATHER INSPIRATION

- Collect inspiration for your persona by conducting research, interviews and observing multiple real users.

2 BRING THE CHARACTER TO LIFE

- Craft the first draft of your persona below. Then iterate once feedback is received to validate any assumptions you have made.

PICTURE

NAME & DESCRIPTION

Talk about your persona and what makes them special. This can include demographic information, hobbies, tech...

Name: Rohan Mehta
Age: 25
Location: Bangalore, India
Occupation: Software Engineer
Education: B.Tech in Computer Science
Interests: AI, startups, coding, personal development
Personality: Curious, analytical, slightly introverted

Rohan Mehta is a software engineer passionate about technology and personal growth. He constantly looks for new opportunities to upskill, work on side projects, and stay ahead in his field. While he enjoys his job, he wants better work-life balance and financial independence. He prefers efficient, minimalistic tools and dislikes slow, cluttered software

MEMORABLE QUOTES

"Tech is evolving fast; I need to stay ahead to grow."

"I wish I had more time for personal projects and self-learning."

GOALS

What does this person want to accomplish?

- Upskill & Career Growth – Wants to master AI and cloud computing to stay competitive.

- Achieve Work-Life Balance – Looking for efficient workflows and better time management.

- Earn Passive Income – Aims to create side projects or SaaS tools to generate extra income.

CHALLENGES

What challenges do they face accomplishing their goal?

- Too Many Learning Resources – Feels overwhelmed by the abundance of courses, blogs, and tutorials.

- Networking as an Introvert – Finds it difficult to engage in tech communities or attend meetups.

- Balancing Work & Learning – Struggles to manage time between his job and continuous learning.

VALUE

What matters most to them in life?

- Efficiency & Productivity – Prefers tools and workflows that are fast, minimalistic, and seamless.

- Continuous Learning – Believes in lifelong learning to stay competitive in tech.

- Financial Independence – Wants to earn more without relying solely on a 9-to-5 job.