

Aditya Sharma: A 34-Year-Old IT Professional in Bangalore

Aditya Sharma, 34, is a mid-level IT manager living in Bangalore, India. He has a busy life, working long hours in the tech sector. He has a wife and a 3-year-old son, often requiring last-minute childcare.



Demographic and Psychographic Profile

Demographics

- Age: 34
- Gender: Male
- Location: Bangalore, India
- Occupation: IT Professional
- Marital Status: Married
- Children: 1 son (3 years old)

Psychographics

- Values: Convenience, reliability, family
- Lifestyle: Busy, tech-savvy, family-oriented
- Interests: Family, technology, sports, travel
- Personality: Ambitious, responsible, practical

Lifestyle and Pain Points

Lifestyle

Aditya's life is a whirlwind of work, family, and social commitments. He values convenience and reliability in services that help him manage his busy life. He is often on the go and needs quick and efficient solutions.

Pain Points

Balancing work and family responsibilities, finding reliable childcare solutions, managing time efficiently, and navigating the hustle and bustle of city life present challenges.

Key Insights and Opportunities



Time Management

Aditya needs services that help him save time and efficiently manage his busy schedule, such as online grocery delivery, meal preparation services, or on-demand childcare.



Family-Friendly Services

Aditya is looking for services that cater to his family needs, such as family-friendly restaurants, childcare centers, or online educational resources.