**User Persona: Rohan Sharma**

**Demographic Information:**

* **Name:** Rohan Sharma
* **Age:** 28 years
* **Gender:** Male
* **Location:** Bangalore, India
* **Occupation:** Product Manager in a Tech Startup
* **Education:** MBA in Business Analytics
* **Income Level:** ₹15,00,000 per year
* **Marital Status:** Single

**Product:**  
A **Smart Productivity Assistant** - an AI-powered task management and workflow automation tool designed for professionals in the tech industry. It integrates with popular work apps (Slack, Notion, Jira) and helps automate routine tasks, prioritize work, and provide intelligent insights for better time management.

**Goals and Objectives:**

* To enhance productivity and manage multiple projects efficiently.
* To integrate AI-driven insights to optimize work schedules and automate repetitive tasks.
* To stay ahead in the competitive tech industry by using smart tools.
* To balance professional and personal life by reducing time spent on manual work.
* To improve collaboration among teams with streamlined task assignments and tracking.

**Psychographic Information:**

* **Interests:** Technology, AI & Automation, Productivity Hacks, Startups, Reading, Traveling.
* **Choices:** Prefers cloud-based, mobile-friendly applications that integrate with existing tools.
* **Personality Traits:** Ambitious, Analytical, Problem-Solver, Highly Adaptive, Tech-enthusiast.

**Behaviour and Preferences:**

* Uses tools like Google Workspace for daily task management.
* Prefers AI-driven recommendations to optimize workflow.
* Looks for software with strong data security and privacy policies.
* Actively follows productivity influencers and reads industry blogs.
* Participates in networking events, online tech forums, and startup meetups.

**User Journey:**

1. **Awareness:** Discovers productivity tools through LinkedIn, YouTube, and tech articles.
2. **Consideration:** Evaluates different tools based on features, AI capabilities, and pricing.
3. **Decision:** Tries a free trial or demo before upgrading to a premium version.
4. **Adoption:** Integrates the tool into daily work routines, assessing impact.
5. **Retention:** Continues using the product if it consistently enhances efficiency and remains innovative.

**Challenges and Pain Points:**

* Finds it difficult to manage multiple projects without an intelligent system.
* Struggles with time-consuming manual work like data entry and report generation.
* Feels overwhelmed by the number of available productivity tools and their compatibility issues.
* Concerned about data privacy, especially when using AI-powered applications.
* Needs seamless integration between different software without technical difficulties.

This persona helps in designing the **Smart Productivity Assistant** to cater to Rohan Sharma’s professional needs, ensuring better workflow management and efficiency.