

# User Persona



SHREYA  
NEET ASPIRANT

AGE: 18

CLASS:HIGHER  
SECONDARY

## Goals

- Secure a top rank in NEET to gain admission to a prestigious medical college.
- Develop a deep understanding of Biology concepts and improve speed in Physics and Chemistry problem-solving.
- Build exam confidence by practicing PYQs and taking mock tests.



## Motivation

- Needs detailed result analysis to identify strengths and weaknesses by topic.
- Prefers video solutions to clarify tough concepts and learn problem-solving techniques.
- Values a structured and streamlined approach to manage her preparation alongside school.

## Wants



- simple and minimalistic app layout
- Interactive video solutions
- A customizable study plan



## Pains

- Finds existing apps lacking in essential features like effective doubt resolution and meaningful performance analysis.
- Gets frustrated with cluttered apps that are difficult to navigate and slow to load.



## Behavior

- Open to subscribing if the price is reasonable
- Likely to engage daily with topic-wise question banks, performance analysis, and mock tests.

**ARYAN**  
**JEE ASPIRANT**

**AGE: 18**

**CLASS: HIGHER SECONDARY**



## Goals

- Crack JEE with a top rank to secure admission to an IIT.
- Master difficult subjects like Physics, Chemistry, and Mathematics through targeted practice.
- Build confidence by solving PYQs and taking mock tests under exam conditions.



## Motivation

- Needs mock tests with detailed performance analysis to assess her preparation.
- Prefers personalized video solutions for understanding difficult questions.
- Values one-on-one doubt resolution with expert teachers for tackling tough topics.



## Pains

- Likely to subscribe for personalized doubt-solving and access to expert teachers if the subscription is reasonably priced and includes additional benefits like video solutions and mock tests.
- Actively uses question banks and mock tests for daily preparation.



## Wants

- simple and minimalistic app layout
- Strengths and weaknesses analysis by topic
- Interactive video solutions

## Behavior

- Likely to subscribe for personalized doubt-solving and access to expert teachers if the subscription is reasonably .
- Actively uses question banks and mock tests for daily preparation.