

USER PERSONA



AARAV MEHTA

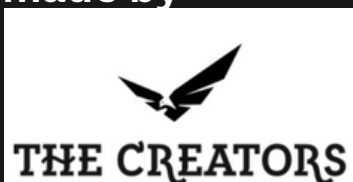
DEMOGRAPHIC INFORMATION

AGE : 28
GENDER MALE
LOCATION : Mumbai, India
OCCUPATION ; Software Engineer
INCOME : ₹12,00,000 PER ANNUM
MARITAL STATUS : Single
EDUCATION : Bachelor's Degree in Computer Science

USER JOURNEY

- **Awareness:**
 - Discovers new products through tech blogs, social media, and recommendations from friends.
- **Consideration:**
 - Compares features, reviews, and prices online.
 - Reads user reviews and watches unboxing videos on YouTube.
- **Decision:**
 - Makes purchase decisions based on a combination of product quality, user reviews, and brand reputation.
- **Post-Purchase:**
 - Shares feedback on social media and tech forums.
 - Recommends products to friends and colleagues if satisfied.

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GOALS AND OBJECTIVES

- **Professional Goals:**
 - To become a lead developer within the next two years.
 - To work on innovative projects that challenge his skills.
- **Personal Goals:**
 - To maintain a healthy work-life balance.
 - To travel to at least three new countries each year.

PSYCHOGRAPHIC INFORMATION

- **Interests:**
 - Technology and gadgets
 - Traveling and exploring new cultures
 - Reading science fiction novels
- **Choices:**
 - Prefers using high-end tech products.
 - Chooses experiences over material possessions.
- **Personality Traits:**
 - Analytical and detail-oriented
 - Curious and always eager to learn
 - Introverted but enjoys socializing in small groups

BEHAVIOR AND PREFERENCES

- **Online Behavior:**
 - Spends a lot of time on tech forums and social media.
 - Frequently shops online for gadgets and travel accessories.
- **Product Preferences:**
 - Values quality and functionality over price.
 - Prefers products with a sleek and modern design.
- **Brand Loyalty:**
 - Loyal to brands that offer excellent customer service and innovative products.

CHALLENGES AND PAIN POINTS

- **Challenges:**
 - Finding reliable and unbiased product reviews.
 - Balancing work commitments with personal interests and travel plans.
- **Pain Points:**
 - Frustration with poor customer service.
 - Difficulty in finding products that meet his high standards for quality and functionality.