

User Persona



NAME:	Samreshan
AGE:	20
EDUCATION:	Techspire College
LOCATION:	Kathmandu
JOB:	Graphics Designer
HOBBIES:	Hiking and dancing

Bio

Samreshan is a young and passionate graphic designer who frequently works on logo projects for startups and small businesses. Although he is skilled with tools like Figma and Illustrator, he finds it repetitive and time-consuming to manually check logo spacing, symmetry, and contrast. He also often fails to explain

Personality

- Hardworking
- Smart
- Expressive
- Thoughtful

Pain points

- Clients often question his design decisions due to lack of understanding
- Manual evaluation of spacing and symmetry takes too long
- Difficult to simplify color psychology for beginners
- Existing tools don't give actionable insights he can share with clients

Goals

- Quickly analyze logo quality with reliable, objective feedback
- Communicate design decisions clearly to clients
- Reduce manual checking time to speed up project delivery
- Improve the professionalism of his logo presentations