

Program Number	07
Roll Number	1554
Title of program	Detailed User Persona Descriptions
Program	Detailed User Persona Descriptions



Persona's Name



Age
21 year



Occupation
Student



Location
B-305, Ocean
Breeze Tower
Juhu Beach
Road, Juhu



Marital Status
Un-Married

About

Shubham Shrivastav, a 21-year-old MCA student, aims for financial independence and fitness. He juggles a 4-hour daily commute while pursuing his passion for tech and entrepreneurship. Shubham seeks efficient ways to balance his studies, health, and career goals.

Goals & Needs

- Financial Independence – Build multiple income streams through tech and entrepreneurship.
- Fitness Consistency – Stay in shape despite a hectic schedule.
- Optimal Time Management – Maximize productivity between studies, work, and health.
- Healthy Eating Habits – Maintain a nutritious diet even with limited time.

Motivations

- Shubham is fueled by his vision of a self-made future.
- His hunger for success in tech and business keeps him pushing forward.
- Fitness is not just a goal but a lifestyle—he believes a strong mind needs a strong body.
- His family's support and his desire to create financial security drive him to work harder every day.
- Challenges like his long commute only strengthen his resilience.

Everyday Activities

- Morning Routine – Wakes up early, does a 20-minute workout, and fuels up with a high-protein breakfast.
- Commute (4 hours) – Listens to tech podcasts, learns new coding concepts, or plans entrepreneurial ideas.
- College & Work – Attends lectures, completes assignments, and networks with like-minded peers.

Frustrations

- Exhausting Commute – Loses 4 hours daily, cutting into productive time.
- Inconsistent Fitness – Struggles to maintain a workout routine due to time constraints.
- Diet Challenges – Finds it hard to eat healthy while managing a tight schedule.
- Sleep Deprivation – Often sacrifices sleep, leading to low energy and focus.

Device Usage

- Mobile
- Laptop/Desktop
- Fitness Apps
- Social Media



Bio

Priya is a talented Indian software engineer working at Google. She is passionate about technology and enjoys solving complex problems.

Motivations

Challenging projects, continuous learning, recognition for her achievements, and making a positive impact through her work.

Devices

MacBook Pro, iPhone 12

Goals

To advance her career in tech, stay updated with the latest trends in software development, and eventually lead her own team.


Pains

Work-life balance challenges, imposter syndrome, feeling undervalued or unrecognized in her role.

Brand Affiliations

Google, Apple

Priya Patel



Age/Gender
28/Female




Location
Bangalore, India



Occupation
Software Engineer at Google



Family Status
Single



Bio

Rohan is an Indian ethnicity male working as a Test Engineer at Figma. He is passionate about software testing and enjoys exploring new tools and technologies.

Motivations

Rohan is motivated by challenges, learning opportunities, and recognition for his work.

Devices

Rohan uses a MacBook Pro, iPhone, and an Android smartphone for testing purposes.

Goals

To advance his career in software testing, improve his testing skills, and contribute effectively to the projects at Figma.

Pains

Rohan finds it challenging to balance work responsibilities with personal life and sometimes struggles with managing tight deadlines.

Brand Affiliations

Rohan is familiar with brands related to software development and testing tools such as Figma, Jira, Selenium, and GitHub.

Rohan Patel



Age/Gender
28/Male



Location
Bangalore, India



Occupation
Test Engineer at Figma



Family Status
Single



Raj Patel



Age/Gender
32/Male



Location
India



Occupation
**Communication
Engineer**



Family Status
Single

Bio

Raj is a dedicated and tech-savvy individual working as a Communication Engineer at GitLab. He is passionate about technology and always looking to learn and grow in his field.

Motivations

Raj is motivated by the opportunity to work with cutting-edge technology and contribute to the success of GitLab.

Devices

Raj uses a MacBook Pro and an iPhone for work and personal communication.

Goals

To excel in his career at GitLab and become an expert in communication technologies.

Pains

Raj sometimes struggles with work-life balance due to his dedication to his job and the demanding nature of the tech industry.

Brand Affiliations

Raj is a fan of Apple products and appreciates their design and functionality.