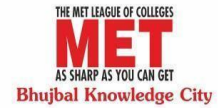




MUMBAI EDUCATIONAL TRUST


MET INSTITUTE OF COMPUTER SCIENCE



| | |
|------------------|---|
| Program Number | Figma 01 |
| Roll Number | 1551 |
| Title of program | User Persona |
| Objective | 1) Detailed User Persona Descriptions 2) Diagrams of these User Personas generated using Figma |

User Persona 1:

Kristin Watson



AGE 27
EDUCATION Masters in Business
STATUS Single
OCCUPATION Sales Manager
LOCATION Sydney
TECH LITERTE High

Bio

She currently lives in Sydney. She finished her master in business and has just been promoted to Sales Manager. She is currently single and like to go out with friends on long holidays.


Core needs

- Need to find people with similar skills that can help her tackle company goals.
- View all her hirings in an overview
- The price of the service is very important

Frustrations

- Price is high related to quality they provide
- Currently finds perect people from past work relations, family, friends and within my circle and online which is tedious
- Not much choice and comparison not available


Brands



Personality


Introvert Thinker

Payment medium



Cash/Cheque Digital Payment


Platform



Website Mobile App

“ I am used to with online service and I usually do my online shopping from Instagram

User Persona 2:



Kaysan Shaikh
Passionné de technologie

- 22
- Backend Developer
- Tech Savy
- Mumbai

Bio

Kaysan Shaikh is a tech-savvy student pursuing a degree in computer applications. He is passionate about the latest technology and enjoys exploring new gadgets to make his life easier.

Goals

Kaysan's goal is to create a smart and efficient living environment in his apartment.

Pains

Kaysan struggles with managing multiple devices and systems in his home. He finds it time-consuming and cumbersome to adjust settings manually.

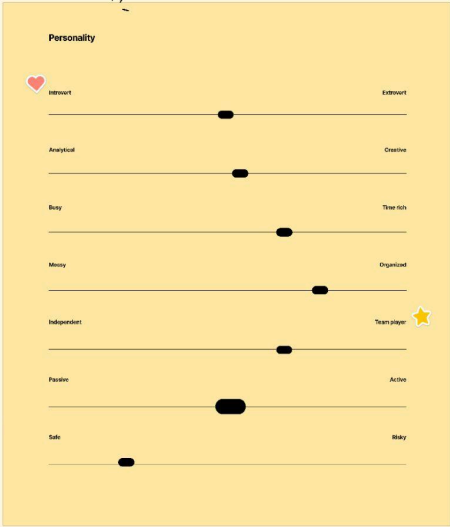
Motivations

Kaysan is motivated by the convenience and control that a smart home assistant can provide. He values automation and seamless integration of technology in his daily routines.

Devices


Kaysan owns smart lights, a smart thermostat, a security camera, and interactive speakers that are compatible with the smart home assistant.

Personality



A personality scale chart for Kaysan Shaikh. The chart consists of 10 horizontal lines, each representing a personality trait. A black dot indicates Kaysan's position on the scale. The traits and their scales are: Introvert (Introvert to Extrovert), Analytical (Analytical to Creative), Busy (Busy to Free rich), Messy (Messy to Organized), Independent (Independent to Team player), Passive (Passive to Active), and Safe (Safe to Risky). Kaysan is positioned towards the 'Introvert' end of the Introvert scale, the 'Analytical' end of the Analytical scale, the 'Busy' end of the Busy scale, the 'Messy' end of the Messy scale, the 'Independent' end of the Independent scale, the 'Passive' end of the Passive scale, and the 'Safe' end of the Safe scale. A yellow star is placed at the 'Team player' end of the Independent scale.

User Persona 3:



About

Passionate about technology, avid reader, and aspiring entrepreneur. Dedicated to lifelong learning and making a positive impact in the world.

Goals & Needs

1. Advance career in technology.
2. Complete a professional certification.
3. Launch a successful business venture.
4. Improve financial stability and savings.
5. Safe and comfortable living environment.
6. Access to information and learning resources.
7. Opportunities for professional development.
8. Time management and productivity tools or strategies.

Motivations

Tunde is motivated through its creative streak, opportunity to express himself through his work or projects could be motivating. Problem-Solving and Innovation with a drive to find solutions to challenges and innovate in his field may be a strong motivator to leave a lasting impact or contribute to a lasting legacy.

Everyday Activities

1. Read a book or explore a new topic of interest.
2. Engage in a creative pursuit (e.g., painting, writing).
3. Attend a workshop or seminar on personal development.
4. Set and track progress towards personal goals.
5. Volunteer for a cause he's passionate about.

Struggles

- Uncertain Future: Feeling unsure about the path ahead and what steps to take next.
- Personal Setbacks: Facing obstacles or setbacks in pursuing personal goals and aspirations.
- Health Issues or Concerns: Dealing with physical or mental health challenges that affect his well-being.
- Work-Life Imbalance: Struggling to find a healthy equilibrium between professional and personal life.
- Financial Constraints: Facing difficulties in meeting financial goals or dealing with unexpected expenses.
- Lack of Recognition: Not receiving acknowledgment or appreciation for his efforts and contributions.

Device Usage

- Desktop
- Social Media
- Mobile
- Tech-Know-How

Persona's Information

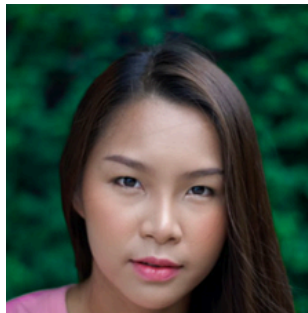
Age
24 years

Location
Mumbai
Educational
Trust

Marital Status
Single

Occupation
Teacher

User Persona 4:



Ariana Willow



Age/Gender
24/Female



Location
**Forest Grove,
Oregon**



Occupation
**Environmental
Activist**



Family Status
Single

Bio

A nature lover and advocate for sustainability, Ariana is a free-spirited individual who finds beauty and peace in the natural world.

Motivations

Passion for the planet, belief in the interconnectedness of all living beings, and desire to leave a positive impact on the world.

Devices

Smartphone, laptop, and digital camera

Goals

To protect and preserve the environment, raise awareness about climate change, and inspire others to live in harmony with nature.

Pains

Seeing the destruction of forests and wildlife, lack of understanding and action on environmental issues, and feeling overwhelmed by the scale of environmental challenges.

Brand Affiliations

Patagonia, Lush Cosmetics, and National Geographic