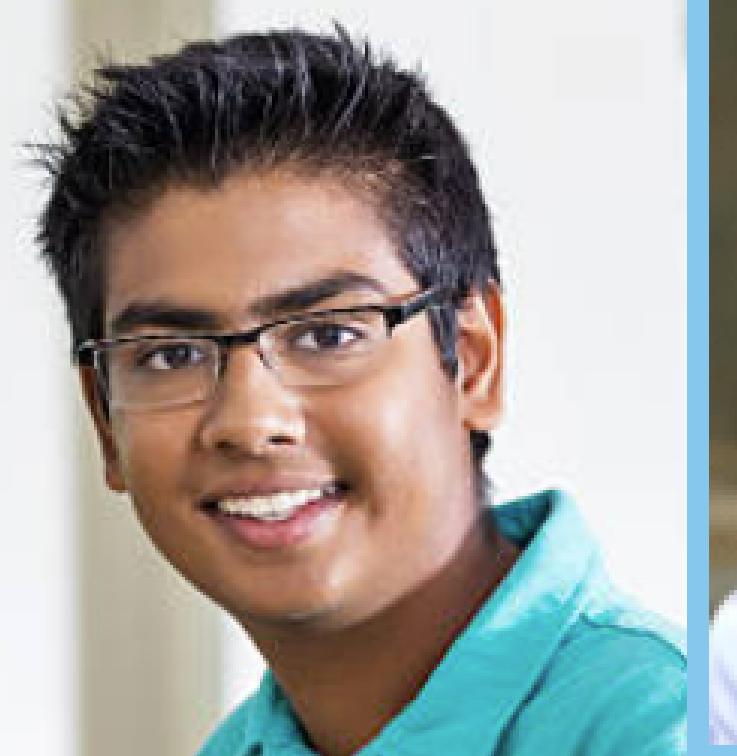


Introduction of User Personas :

- semi-fictitious representations of your target customers
- framed from real customer discovery and researching the needs, goals, and observed behavioral patterns of a target audience
- Creating personas helps the designer to understand users' needs, experiences, behaviors and goals.



**NAME**

Aman
Dhaka

AGE

18

INTRODUCTION

A young boy who is bearing all pressure and trying against the odds to crack IIT-JEE

Samisha
Mathur

Manav
Goyal

Manav
Jain

78

25

54

A retired teacher who is trying to live her life peacefully by fighting with her problems and sleep well

A young boy who is earning less and working in 9x5 job which is creating huge pressure and effecting his sleep.

A soldier who is trying to forget his traumatized past involving war memories and sleep peacefully

OCCUPATION	JEE Aspirant	Housewife	Software Engineer	Soldier
LOCATION	Saharanpur, UP	Rohtak, Haryana	Delhi, Delhi	Jiyarappa, Jharkhand
INCOME RANGE	N/A	N/A	Rs 30,000	Rs 50,000



AMAN DHAKA

Age: 18

Occupation: NA (Student)

Location: Saharanpur, UP

Income Range: NA

Aman Dhaka is a student of class 12th who is currently preparing for JEE and fighting against all odds which include sleep disorder. He needs a platform that will offer proper sleep guidance, customized alarms and soothing sounds..

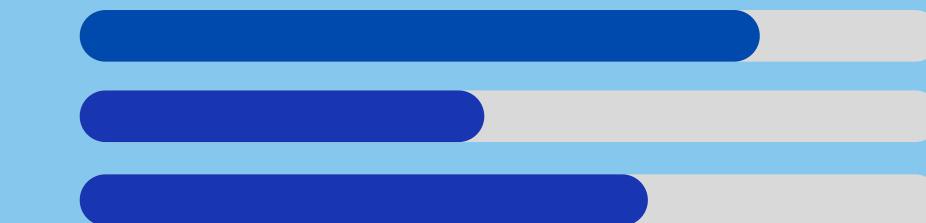
"Resting Panda App has been helpful in letting me have proper sleep and relieving stress."

GOALS

- Maintaining proper sleep time
- Having sound mind
- Proper balance between study and sleep time

MOTIVATIONS

- Comfort
- Convenience
- Reliable



FRUSTRATIONS

- Sleepless nights resulting in lack of concentration
- Lots of confusion in doing small tasks
- Lack of vigor

PERSONALITY

- Helpful
- Introvert
- Short tempered

INTERESTS

- Designing
- Programming
- Reading books



Samisha Mathur

Age: 78

Occupation: Retired Teacher

Location: Rohtak, Haryana

Income Range: N/A

Samisha is a retired teacher with a weak heart who is looking for a way to forget her tensions and sleep well. She needs a platform that will offer options to relieve herself and lead a healthy lifestyle with sound sleep.

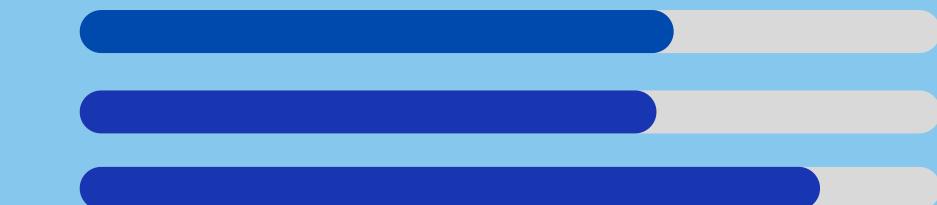
"Resting Panda App has been helpful in letting me sleep sound at well-maintained timings."

GOALS

- To not be dependent on others as well as sleep pills
- To be at peace mentally as well as physically

MOTIVATIONS

- Comfort
- Convenience
- Effective



FRUSTRATIONS

- Asking for help from others and disturbing them at night
- Always in tension about her kids and grandkids

PERSONALITY

- Helpful
- Religious
- Experienced
- Restless

INTERESTS

- Watching TV
- Cooking
- Singing
- Roasting grandkids



Manav Goyal

Age: 25

Occupation: Software Engineer

Location: Delhi, Delhi

Income Range: Rs 50000

Manav Goyal is a software engineer in a small startup and is going through a low phase in his life where on one side he has to take care of his parents, he has to feed himself too but due to less income, he lives in stress most of the time which can be seen in his un-organized sleep schedule which if gets organized can make his life much much better.

"Resting Panda has been helpful in letting me have a proper sleep to be in my best position in life ."

GOALS

- To become more productive after sleep so that he could earn more too
- To give his boss his best work

MOTIVATIONS

- Comfort
- Convenience
- Price



FRUSTRATIONS

- Having bad thoughts about him and his family future
- Not able to divide his time of the day perfectly because of mind being tired

PERSONALITY

- Hardworking
- Kind
- Capable
- Loyal

INTERESTS

- Outdoor games
- Computers
- Spending time with family



Manav Jain

Age: 54

Occupation: Soldier

Location: Jiyarappa, Jharkhand

Income Range: Rs 45,000 - 70,000

Manav is a soldier who is looking for a way to forget his traumatized past involving war memories and sleep peacefully. He needs a platform that will offer brain relieving insights and help him regain himself

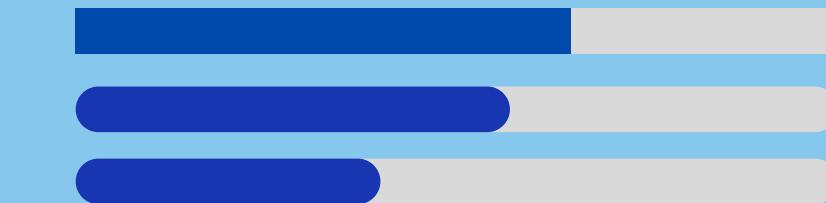
"Resting Panda App has been helpful in relieving me from the dreaded nightmares."

GOALS

- To relieve himself of war nightmares and sleep sound.
- To wake up with a fresh mind with no bad thoughts in the mind

MOTIVATIONS

- Effective
- Convenience
- Price



FRUSTRATIONS

- Most apps show effect after regular usage of around months
- Not able to focus his mind due to nightmares

PERSONALITY

- Helpful
- Independent
- Strong
- Commanding
- Respectful

INTERESTS

- Playing Tennis
- Running
- Reading
- Drills
- Adventure Sports



Canva

Generated photos/faces

Resources

Dreamstime

Miro



Thank you!