

User Persona :2



(**Age:** 33)

ANJALI MEHTA

Working mother and HR manager at a corporate office in Mumbai.

Goals:

- Balance work meetings, home chores, and kid's schedules .
- Use fewer apps but get more done.

Frustrations:

- Constant app switching.
- Complicated user interfaces.

Devices Used: iPhone, iPad.

Motivation Level: High

Quote: "If an app makes my life harder, I delete it in 2 minutes."