**1. Personal Information:**

* **Name**: Sushmitha
* **Age**: 38
* **Location**: Hyderabad, Telangana
* **Occupation**: A Private Employee, Team Manager
* **Income**: 25 LPA
* **Family Status**: Married and have 2 children
* **Technology Usage**: Use modern technological devices like smartphone, laptop, some automation smart devices etc.

**2. Goals and Objectives:**

* **Primary Goal**: To find a washing machine that saves time, energy, and money while ensuring clean and fresh clothes for her family.
* **Secondary Goals**:
  + Ensuring that the clothes last longer without damaging fabrics.
  + The fabrics need to be washed in an hour.
  + Use less amount of water and energy consumption.
  + After washing the fabrics, it as to be dry by the dryer present in it.

**3. Factual Information:**

* **Values**: Family time, should be comfortable person, eco-friendliness, busy work throughout the day except weekends.
* **Lifestyle**: Busy, scheduled work and family responsibilities, doing multitasking throughout the day.
* **Personality**: Practical, focus on achieving goals, and values comfort and convenient.
* **Interests**: Family activities, home automation, products which saves her time, and cooking.
* **Social Media Use**: Frequently browsing for home ideas, follow eco-friendly brands and use Instagram, Facebook to keep in touch with friends and family.

**4. Behaviour and Preferences:**

* **Technology Usage**: Sushmitha uses smart devices to control her home for saving her energy, time, a smartphone app to control the household appliances like fans, lights, and washing machines etc.
* **Laundry service**: She prefers a washing machine that can handle large loads, wash quickly. She prefers to do laundry in the evenings after her work or on weekends when she is free.
* **Reviews**: Sushmitha reads reviews about the product by browsing the website and prefers purchasing the product through online or from store. She wishes to have less energy use product which consumes less electricity and she likes comparing brands and prices.

**5. User Journey:**

* **Stage 1: Awareness**
  + Sushmitha realizes that her old washing machine is inefficient, takes too long time to wash clothes, and doesn’t properly clean fabrics.
  + She begins researching new washing machines by looking up new options on online, reading reviews, and asking her friends for recommendations.
* **Stage 2: Consideration**
  + Sushmitha checks for the washing machines which as smart features, energy efficiency, and programs designed for families.
  + She reads online reviews and watches product demo videos. She compares different brands based on cost, features like quick wash, energy savings, eco-friendliness, dyer and customer service.
* **Stage 3: Purchase Decision**
  + Sushmitha chooses a washing machine based on customer feedback, smart features (for example, if the fabrics are washed then we will get a message to our phone) and energy rating. She also values additional features like it makes sound after washing the fabrics, and automatic drying of fabrics etc.
  + Sushmitha orders the washing machine online, selecting free delivery option by browsing to the website.
* **Stage 4: Installation & Setup**
  + Upon installation, Sushmitha sets up the washing machine and connects it to her smartphone app.
  + She set the settings (e.g., preferred wash cycles, water temperature) and starts her first load. She also sets reminders for maintenance tasks, such as cleaning the filter or checking for detergent buildup.
* **Stage 5: Usage & Retention**
  + Sushmitha is enjoying with the new washing machine with advanced technology as it is helping her and saving her time a lot. The ability to control the machine remotely and schedule wash timing saves her both time and money.
  + Over time, Sushmitha continues to use the advanced features, such as setting up custom wash programs for different types of clothes, and receives notifications to her smartphone after completion.
* **Stage 6: Advocacy**
  + After a few months, Sushmitha is so impressed with the washing machine's performance and convenience and she shares her positive experience on social media and recommends the brand to her friends and family.
  + She also participates in the brand’s loyalty program and refers friends for discounts.

**6. Challenges and Pain Points:**

* **Time Constraints**: Susmitha’s busy work-life makes it difficult to manage household works. She needs a washing machine that saves time with faster cycles and smart automation.
* **Energy Consumption**: She is concern about the environmental impact of household appliances so she wishes to buy a washing machine that is energy-efficient, minimizes water usage, and is eco-friendly.
* **Product Reliability**: Sushmitha worries about the time taking and the capacity of the product. She needs a washing machine that can handle heavy family use and that will last for years without frequent repairs.
* **Maintenance**: As a busy mom, Susmitha often forgets to maintain tasks like cleaning filters of the machine. She prefers the machines that alerts for routine maintenance.
* **Complexity**: Sushmitha prefers simple machine with advanced technology for easier use. She doesn’t want to spend time reading complicated manuals and looks for an easy-to-use.