**TEAM ZENITHS**

Task 4:

User persona: Aadhya

Demographic information:

Age:22

Occupation: Cyber forensics analyst

Education: BTECH specialization in cyber security, masters

Location: Delhi, INDIA

Income: 10 LPA

Marital Status: Unmarried

Goals and objectives:

1. Primary goals:

Aadhya wants to be an ideal cyber forensics analyst and ensure that the digital evidence is preserved.

2.Objectives:

Ensuring data integrity throughout an investigation. Establish a technical report identifying evidence and present it.

Recovering breached, modified, or destroyed data.

Psychographic information:

1. Interests:

Productivity hacks and tools.

Remote work culture and improving team collaboration.

Attending conferences and webinars on project management.

Personality Traits:

Organized and detail oriented.

Adaptable to changing environments.

Enjoys learning new tools and methodologies.

Highly collaborative but prefers efficient processes.

2.Choices:

Prefers solutions that are intuitive and require minimal onboarding.

Values tools that integrate seamlessly with existing apps like Slack, Trello, and Google Workspace.

Open to paying for premium services that save time and increase productivity.

Behavior and Preferences:

1.Tech Preferences:

Uses multiple devices (smartphone, laptop) and prefers cloud-based solutions that allow access from anywhere.

Work Style:

Balances between deep focus work and team collaboration, with a preference for asynchronous communication.

2.Content Consumption:

Reads tech blogs, follow influencers in the productivity and project management space, listens to podcasts on leadership.

3.Buying Behavior:

Relies heavily on recommendations from peers and reviews before making software purchases; tends to opt for tools that offer free trials to test before committing.

User Journey:

1. Awareness:

Emily hears about the productivity app through a tech blog and social media. A colleague also mentions the tool during a team meeting.

2. Consideration:

Emily starts researching the tool, comparing features and benefits with others in the market. She signs up for a free trial to test its usability.

3. Decision:

After a week of testing, she decides to implement the app for her team because it reduces time spent on task tracking and integrates with their existing workflow.

4. Retention:

Emily continues to use the tool regularly, appreciating its new updates and features, such as real-time collaboration.

Challenges and Pain Points:

1.Collaboration:

Team members are often in different time zones, leading to delays in communication and decision-making.

2.Tool Overload:

There are too many separate tools for project management, messaging, and file sharing, which makes the workflow fragmented.

3.Accountability:

It's difficult to track progress without a centralized dashboard where Emily can see who's responsible for what and when tasks are due.

4.Productivity Tracking:

Emily struggles to measure the team's productivity without micromanaging, and she wants to avoid unnecessary meetings.