

TASK-4

User Persona

TEAM MEMBERS:

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User Persona Overview

- ▶ **Name:** Priya Sharma
- ▶ **Age:** 32
- ▶ **Gender:** Female
- ▶ **Location:** Delhi, India
- ▶ **Occupation:** Marketing Manager
- ▶ **Income Level:** ₹12,00,000 per annum

Goals and Objectives

Primary Goal: Enhance productivity and work-life balance through effective time management tools.

Secondary Goal: Increase team collaboration and streamline project management.

Psychographic Information

Interests:

- Passionate about learning new marketing strategies.
- Enjoys reading non-fiction books and listening to podcasts on self-improvement.
- Loves attending marketing conferences and networking events.

Choices:

- Prefers user-friendly and aesthetically pleasing applications.
- Values time-saving and efficiency-boosting tools.

Personality Traits:

- Organized and detail-oriented.
- Goal-driven and ambitious.
- Tech-savvy and open to trying new software.

Behavior and Preference

Behavior:

- Spends most of her workday on a computer, managing multiple projects.
- Frequently collaborates with team members via online platforms.
- Uses mobile apps for quick updates and notifications.

Preferences:

- Prefers applications that integrate seamlessly with existing tools like email and calendar.
- Values customer support and regular updates from the product team.

User Journey

Stage 1: Awareness

- Discovers the product through a marketing blog or social media.
- Attracted by the promise of increased productivity and better team collaboration.

Stage 2: Consideration

- Researches the product by reading reviews and testimonials.
- Compares it with other similar tools available in the market.

Stage 3: Decision

- Signs up for a free trial to test the product's features.
- Evaluates the user experience and decides to purchase a subscription if satisfied.

Stage 4: Retention

- Continues using the product and explores advanced features.
- Engages with customer support for any issues and provides feedback for improvement.

Challenges and Pain Points

Challenges:

- Struggles to manage multiple projects efficiently.
- Finds it difficult to balance work tasks with personal responsibilities.

Pain Points:

- Current tools are often too complex or lack integration with other essential applications.
- Experiences frustration with inadequate customer support from existing tools.

