Topic name-Techniques of empathy building

Task 04- user persona

Create user persona

1. Demographic information

Name- XYZ

Age- 18

Gender- Male

Location-IILM University

Occupation-student

Education-B.Tech

Marital Status-Single

1. Goals and objective-

Primary goal-do well in exams

Secondary goal-study the basics and focus on health

1. Psychometric information-

Interest- sports, movies

Personality traits-

Early adopter of technology

Environmentally conscious

1. Behavior and preferences-

study time-1/hours a day

Pain point- distraction in academics

No time to sports

1. User journey-

Aware regarding the results

Sincerity and loyalty- giving importance to goal

time management- based on priority

1. Challenges and pain points-

Emotional-overwhelmed by multitasking

Social- peer pressure to switch on trends

Yogesh verma

RAI(2410090017)