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User Personas

User Personas?



User personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

Persona Profile

Priority Initiative

Success Factor

Perceived Barriers

Decision Criteria

Persona Name

Venu Sidoria

Age

38

Occupation

Travel Photographer

Status

Married

Tier

Frequent Traveler

Arc type

Planner

Bio

Venu Sidori is a professional photographer for over 20 years and has travelled the India inner most areas on assignments for some of the world's most successful companies print media company. In Metro and B-class cities he prefer to travel by self driven car. He publish is Journey Itinerary on social media , and use mobile for Travel tracking and guidance, for new place to visit. once in a year he travel with his family by road trip.

Technology

IT & Internet

Software

Mobile Apps

Social Networking

Motivations

Incentive

Fear

Achievement

Growth

Power

Goals/ Needs

- Complete More Assignment
- Good Earning & Promotion
- Convenient Travel
- Good Travelling Experience
- Offer & Discount on Cab Bookings

Pain Areas

- Rental car service Charge High Price
- Traditional Cab Service are not reliable, safe & Comfortable
- Not offer family long distance Trip

Personality

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

What business/personal conditions trigger this buyer decision to look for Used car ?

- 1) New user Onboarding/Registration should be simple
- 2) Login can be using Single sign-on through social media credential
- 3) Also support guest login
- 4) Reliability
- 5) Lowest price Guarantee
- 6) Simple, Transparent & Instant Ad's Listing as per Category

What results or outcome does this buyer persona expect from Used car Ad's?

- 1) Reliability
- 2) Lowest price Guarantee
- 3) Insurance Papers
- 4) Proper Documentation
- 6) Car Drive Test if nearby or Photograph
- 6) Certified Car check papers

What attitudes or concerns prevent this buyer from Buying Used Car ?

- 1) High Price
- 2) Car Papers not Available
- 3) Stolen Cars
- 4) Non certified Check
- 5) More Than 2 past owners
- 6) Bank Loan not Available

Which features of Used Car Buying makes buyer to evaluate as they compare alternative approaches / vendors and make a decision?

- 1) Price Negotiation
- 2) Car with Lot5s of Features
- 3) High Score on Certified Check
- 4) High Market Share of car for because of Technology Used
- 5) Good after sales Customer support