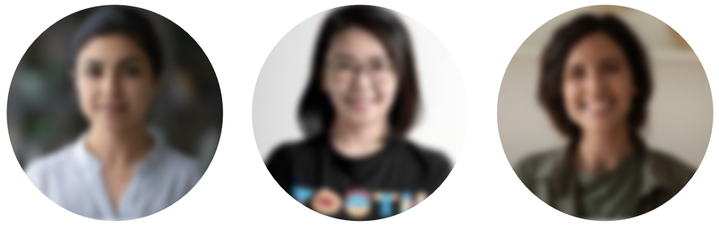
USER PERSONA



About

Age Group	22-34 yrs
Family	Single/ In Relationship/ Have Child
Occupation	Working in MNC
Location	Metro, Tier-I and II
Language	English (Primary) Regional

Daily Routine

She starts the day with daily morning routines, and make sure that lunch+ breakfast is done on time. Usually wake up at 7 or 8 AM, and then browse apps like Instagram, Linkdin, In Shorts etc to get herself aware of whats happening around her. She startsRead More her office at 9am and enjoy the hussle at work. She plans the evening and participate in social gatherings. She uses Big Basket/ Amazon Daily/ Milkbasket for ordering groceries. Travel by Uber due to the trust and order food from Zomato occassionaly. Uses Makemytrip/ Booking.com for managing the travel plans.

Goals

- She want to be a perfectionist
- Being efficient enough to get things done from both personal and professional aspects
- She is health conscious and always try works towards it
- She prefers to do things in more simplistic way
- Keep her social circle active and enable good learnings for the children

Frustrations

- Too much diversified banners on home page distracts her buying motives, which is why she does search for brand or category or uses menu
- Prefers to buy things that she already purchased earlier or if recommended by her friend/ family circle (confused/ dont have enough confidence for trying new)
- A lot of time gets wasted in searching for products as per the needs
- Services (delivery, refund, cancellation) and duplicate/wrong items decreases the trust
- Different menus in all the different ecommerce

Scenarios

- Prefers to by products from the brands she already have or based on recommendation she tries new products.
- When she has specific product type in mind she looks into menu or do a search.
- More than home page, prefers to browse via menu
- Influenced from instagram and facebook, she always have something in mind in her wishlist or she does want to add/buy one

Quotes

“I always have something in mind, for what I want to buy or browse. ”

“If I don’t find what I want immediately, I look somewhere else. ”

Traits

Organised Methodical Fast Learner Organised