

User Personas

CLIENT

APEITA

PLATFORM

Web



This is a Persona Document.

After a basic understanding of the product, the following personas were derived to summarise the general user behaviour. These will help us make impactful decisions while crafting an efficient user experience.

Please evaluate the document based on:

- 1. Representation of a major user group for the product.**
- 2. Discovering the major needs of the most important user groups.**
- 3. Clarity and focus on the expectations and their take away from the product.**

Target Audience



All the IT and Electronics organisations across the Globe. CXO's forum of all the IT and Electronics would be the key audience and all the potential investors.

Personas



AGE

39 years

LOCATION

Los Angeles, USA

EDUCATION

MBA, International Finance & Mangement

JOB

Founder and CEO

FAMILY

Married, has a son

Risk Taker

Hardworking

Practical

Passionate

Organised

Explorer

David Peterson

“
What’s life without some risks!”

BIO

David , born in Los Angeles, is committed to growing and transforming businesses through serving and delighting customers, engaging and motivating colleagues and generating positive top line and bottom line business results for shareholders. David has completed his MBA from the Wharton School at the University of Pennsylvania. He has been working in the tech and design industry for more than 15 years. He is focused on growing his business and is on constant look out to find the right investment opportunities to expand his buisness.

GOALS

David’s goal is to find investment opportunities in strategically important locations

To make investments in locations with progressive policies made by the government

He is looking for well-developed Tier II cities with lower real estate cost for investments

To find locations with availability of technically qualified English-speaking workforce

FRUSTRATIONS

David is not able to find good strategic locations for making investments

Not able to find skilled workforce for immediate hiring

MOTIVATIONS

Why will they come to the site?

David will come to the site to get an understanding of what investment options are available in the state in various sectors.

What are they looking to do on the site?

He is looking for what are the benefits of investing in the state, and how will it benefit his company.

He is also looking for complete information about investment opportunities, policies, investment records, etc.

To build a trust on the site, he is also looking for success stories and testimonials about investments made through the site.



AGE 30 years

LOCATION Mumbai, India

EDUCATION MBA, IIM-A

JOB CFO

FAMILY Married

Ambitious

Disciplined

Curious

Workaholic

Optimistic

Punctual

Akash Mehta

“
*If you want to be rich in next 10 years
then you must start investing now.*”

BIO

Akash is a tech entrepreneur, born and brought up in Mumbai. Previously, he was part of the investment banking team at an organisation and worked on various transactions in the Energy, Utilities, and Industrials sectors. He achieved valuable education from IIM Ahmedabad. He believes in serving people by innovative solution. He loves to connect with entrepreneurs, business owners, and professionals to discuss ideas & making a difference in the world. Akash wants to grow his start-up into a profitable organisation.

GOALS

To make investments in locations with incubation centres and labs for start-up development

To look for states, which will help in start-up growth

To look for locations providing co-working spaces and shared plug & play working space

His main motive is to find transparent partnerships

FRUSTRATIONS

He is not able to find states which can help in his business growth

Not able to find investment options with transparent partnerships

MOTIVATIONS

Why will they come to the site?

Akash will come to the site to get an understanding of which investment would help in his start-up growth

What are they looking to do on the site?

Akash is looking for the right investment opportunities to set up his business idea.

He is also looking for complete information about investment opportunities, policies, investment records, etc.

Trusting the site is essential for him. Hence is looking for success stories and testimonials about investments made through the site.



CREATED BY
Kovaion