

# Primary Personas

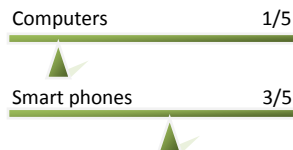
## Persona 1



### Personal Information

Age: 37  
Gender: Female  
Education: +2

### Tech Proficiency



### Hobbies

- Gardening
- Music
- Cooking

### Meera Patel (Provisional Persona)

Housewife

#### Profile

Meera is a housewife and mother of two kids. She lives with her husband who is a lawyer. Meera has worked as a nutritionist for over 5 years before her delivery.

She is very concerned about her kids' health and checks nutritional value of each and every item they consume.

Meera keeps an eye on junk food her kids and husband have and restricts them whenever necessary.

#### Goals

- Wants to check nutritional value of milk before buying
- Wants to give her family most healthy and best quality of milk

#### Challenges

- She is not very proficient in operating computer.
- She is pretty average in terms of using Smartphone.
- She has rarely browsed through internet.

## Scenarios

1. Meera heard about this exciting milk delivery firm around town and is pretty excited about the quality of their services. She opens up the application and checks if their services are available around her area but unfortunately they have not started deliveries around her area.

Meera hopes the firm will start providing their services around her locality pretty soon, so she provides her email id to get intimated when the services will reach her area.

2. Meera gets an email saying Milk Bazaar has started their services near her locality and she can avail their services now.

She follows the link provided in mail, fills up signup form, selects a plan and registers on the application. She receives an email congratulating her on successful signup and recommendation for updating her profile and account information on the application.

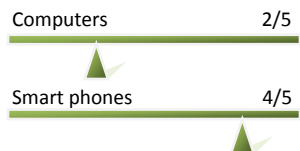
## Persona 2



### Personal Information

Age: 28  
Gender: Female  
Education: B.Ed.

### Tech Proficiency



### Hobbies

- Music
- Travel
- Reading

### Sushma Baruah (Provisional Persona)

Teacher – St. Peter's Public School

#### Profile

Sushma is a teacher and works for a reputed school. She is a bit introvert and doesn't like going out often.

Sushma lives with her husband who works in a bank and recently got transferred to this location.

She is a very fine and humble lady but never opens up first and after coming to a complete strange place she finds it a bit tough to get new acquaintances.

#### Goals

- Wants to order milk without having to go out and search for it.
- Wants deliveries to happen in a scheduled and a planned way so that she doesn't have to worry or call vendor at times.

#### Challenges

- She is very keen about hygiene.
- She does not like to talk to strangers

### Scenarios

1. Sushma gets a call from milkman who got her number from someone and wanted to check if she is looking for milk delivery services. Sushma asks if the milkman can share any kind of brochures or material where she can check range of products and prices.

Milkman tells her the application URL and asks her to go to it and check out on her own and she can also register by herself if she wants.

Sushma goes to the application and checks out the prices and investigates about hygiene followed at their workplace. She also checks out the range of products available and reviews about services and thinks about comparing the vendor with some more vendors around the locality.

Sushma along with her husband on a weekend goes for a small trip for comparing the vendors around locality with the Milk Bazaar. They spend the whole day and after comparing thoroughly come to a conclusion that Milk Bazaar is the most suitable vendor for them.

Sushma again opens the application and gets herself registered and selects products and schedules for delivery as per her convenience.

## Persona 3



### Personal Information

Age: 67  
Gender: Male  
Education: +2

### Tech Proficiency

Computers 0/5



Smart phones 1/5



### Hobbies

- Playing with kids
- Gardening
- Coin Collection

### Ramnath Shukla (Provisional Persona)

Retired Office Clerk

### Profile

Ramnath is a retired senior citizen living with his son's family at their house.

Born and brought up in Kolkata, Ramnath spends most of his time with his granddaughter **Akruti** and spends some time gardening as well.

Ramnath's son, **Rahul Shukla** is a marketing head in an advertisement agency and has to travel 70% of his time. Ramnath's daughter in law **Sunaina Shukla** is a teacher and she too has to stay at school for half a day, daily.

Ramnath has a regular schedule where he goes for a walk in a nearby park every morning spends some time with his friends and sometimes he goes for shopping groceries and vegetables at a market near the society.

### Goals

- Wants to help his kids by taking care of things like shopping for vegetables, milk and other household items.
- Wants the ability to cancel the milk delivery for a particular day when it is not required.

### Challenges

- Knows only Basic English.
- Never used a computer in his life.
- Can use very basic functions of his Smartphone.

## Scenarios

1. Ramnath along with Sunaina and Akruti is having dinner when Sunaina tells him that she and Akruti are going to her mother's house for two days. Next morning Ramnath realizes there is enough milk for him and he should cancel the milk delivery for one day.

He takes out his phone, opens the application and opens the schedule of deliveries and cancels the delivery for a day. He receives a confirmation message saying you have cancelled the delivery for one day.

2. Ramnath receives a call from Rahul where Rahul says He will be in town the next day and will stay at home for three days. Ramnath recollects that Rahul is lactose intolerant and can drink only lactose free milk and that he should customize the milk order for three days.

He opens the application on his Smartphone and opens the schedule of deliveries, selects particular dates out of calendar and adds half liter of lactose free milk in his order for three days.

## Persona 4



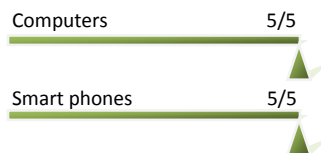
### Personal Information

Age: 34

Gender: Male

Education: M.S. Visual Communication

### Tech Proficiency



### Hobbies

- Wildlife Photography
- Listening to Music
- Reading Books

### Rahul Shukla (*Provisional Persona*)

Marketing Head – Capitol Marketing India Pvt Ltd

### Profile

Rahul is heading a group of creative people and is responsible for managing people and projects all across the country. He has to visit offices frequently and see if everything is moving at right direction.

Rahul spends most of his time either travelling or meeting with the teams for project discussions. He also has to establish good contact with clients for which he has a lot of appointments for lunch, dinners or even leisure trips with clients.

### Goals

- Wants to make sure to get uninterrupted supply of milk at home for his family.
- Wants to make sure that his father does not have to pay for anything.

### Challenges

- He travels a lot
- He has a very busy schedule due to team and client meetings
- He is over occupied with his work and for him it is very difficult to remember payment dates and schedule.

## Scenarios

1. Rahul is having some drinks with one of the reputed clients of his organization, when he receives a message on his Smartphone saying the bill has been generated for milk supplies of this month. He finds a link in the message which lands him on the payment page of the application.

He pays the amount with the saved credit card and continues the conversation with the client.

2. Rahul's organization is planning to spread their business across the globe and they want Rahul to meet with international clients, establish teams across the international locations and explain the process and branding to the new employees.

For this Rahul has to visit multiple countries and stay away from home for at least 4 months. He envisions that he might not be able to make the payments at the right time so he decides to enable the autopay feature in the milk man's application.

He logs into the application and goes to account details section where he enables the autopay feature and the application sends a message confirming the feature has been activated.

## Persona 5



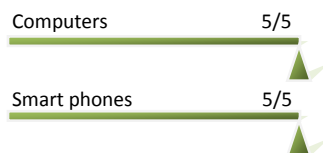
### Personal Information

Age: 22

Gender: Male

Education: B.S. VFX

### Tech Proficiency



### Hobbies

- DJ Mixing
- Sketching
- Gaming

### Ajay Sareen (*Provisional Persona*)

3d Animator – Edge Gaming Solutions

#### Profile

Ajay is an innovative 3d artist working for 3d games development. He is passionate about his work and takes it as a lifestyle.

His father is a well known professor and lives in a city far away from Ajay's house. His father and mother visit him just once a year for a period of about two weeks.

Ajay being a creative person works only when he wants. So he does not have a fixed office schedule. Sometimes he will work in nights and sometimes he continues working for days and nights together.

#### Goals

- Wants to change delivery timings according to his day plan.
- Wants to cancel deliveries for days he is not at home.
- Wants to customize orders for the period he has his parents visiting him.

#### Challenges

- He does not have anybody at home to receive milk
- His daily schedule is not fixed
- He cannot predict when he will work in nights and when he will have to work for days together.

### Scenarios

1. Ajay receives a call from his colleague who tells him that they have got a very exciting project in which Ajay can showcase his capabilities at the best. Ajay already knows some background of that project and is very excited to follow on. He starts for office right away and starts working on the model.

Sometime late at night he recollects that the milk will be delivered in the morning when there will be nobody to pick it up and it will spoil.

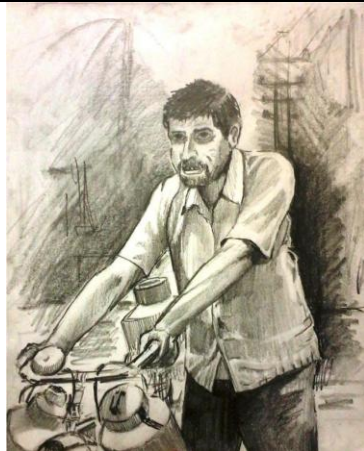
He opens up the application on his desktop and tracks the scheduled deliveries and updates the time of delivery from 7AM to 8:30PM

2. Ajay receives his credit card statement and notices it is very close to the maximum limit allowed. He recollects that he has registered this card for autopay facility with the application and that he should unregister the card to avoid over limit charges from the bank.

He goes into the application and registers a new card with the application and makes the new card, preferred card for payments

# Secondary Personas

## Persona 6



### Personal Information

Age: 41

Gender: Male

Education: 10th.

### Tech Proficiency

Computers 2/5

Smart phones 2/5

### Hobbies

- Watching/ Reading News

### Shambhu (Provisional Persona)

*Milkman and owner of Milk Bazaar*

#### Profile

Shambhu is a milk man and the owner of a very famous dairy in town. Shambhu's Grandfather started the business of milk delivery about 5 decades ago. His father worked really hard and took their business to a commendable position and gained good reputation.

Shambhu is hard worker an innovative man and has a vision to grow his business and have a nationally acknowledged Image and to achieve it he uses the best technology at his plant and highest quality of services.

Shambhu is a social personality around some localities and people are very happy and obliged to have services from him. He has a son who also helps him in his business.

#### Goals

- Wants to have the updated list of deliveries
- Wants to automate the billing process

#### Challenges

- He has average understanding of how computers and Smartphones work
- He uses internet just for checking his emails.

### Scenarios

1. Shambhu is on his way to deliver milk to his consumers. He goes to Mr. Mehta's house and rings the bell. Mr. Mehta opens the door and takes the milk and tells Shambhu that his payment is due today and hands over the amount due.

Shambhu takes the money, counts it and keeps it in his collection wallet and opens the application on his smartphone and registers Mr. Mehta's payment.

## Persona 7



### Personal Information

Age: 24

Gender: Male

Education: B.Sc. IT

### Tech Proficiency

Computers 5/5

Smart phones 5/5

### Hobbies

- Music
- Gaming

### Ashutosh (Provisional Persona)

*Milkman's Son and Partner*

#### Profile

Ashutosh is a very happening person and a gadget freak who likes to play and master latest games and gaming consoles in the market.

Ashutosh is helping his father in taking care of their family business and he likes to learn latest technologies coming in the milk plant and distribution process.

Ashutosh has the capability and vision to become a game changer in the milk processing and distribution industry.

#### Goals

- Wants to accomplish goals easily and quickly.

#### Challenges

- He is sometimes busy with his studies

### Scenarios

1. Ashutosh gets a call from his father Shambhu one day. His father tells him they will be selling a new variety of milk from now on and Shambhu wanted Ashutosh to update the information about the new product on their application so that customers can see the product and order for it.

Ashutosh opens the application on his laptop and signs in with the admin account. He adds the image and descriptions about the new product.