

# RAJNEESH



## Bio

Rajneesh works in XYZ Bank Ltd as an account manager. Rajneesh handles some of the very crucial accounts which makes his work schedule very hectic.

Rajneesh loves to learn new things and is a tech savvy person who does not hesitate to learn new technology that can help in saving time and planning things.

Rajneesh hates and avoids ad hoc situations and feels unpleasant to carry out unplanned actions

## Goals

- To finalize shopping list
- To raise reminders for shopping
- To make plans for ad hoc purchases

## Frustrations

- Slow operations
- Communication overheads
- Ad hoc purchases

**Ambitious**

**Punctual**

**Focused**

**Age** 32

**Work** Account Manager

**Family** Wife

**Location** Delhi, India

**TIER** Approver &  
Secondary Planner

**ARCHETYPE** The Caregiver

## MOTIVATIONS

Fear

Achievement

Savings

Incentives

Social

Power

## PERSONALITY

Introvert

Extrovert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

## TECHNOLOGY

Internet

Software

Mobile Applications

Social Networks



SAMSUNG



## Scenario 4

After a long post-lunch meeting Rajneesh takes a break at 6:15 PM. While checking his phone he sees a mail from his wife Sukanya. The mail has a list of grocery items which they will be going to buy next day from a local grocery store.

Rajneesh opens the mail and finds out the list has pretty much all the items required and replies the mail showing his agreement to the selection.

# Scenario 5

Rajneesh gets an e-mail from his sister in law Payal about her visit to Delhi for a week along with her two kids Rishabh and Riyaz where Payal mentions about her plan for staying with Rajneesh and Sukanya.

Rajneesh creates a calendar invite to discuss about grocery shopping & shares it with Sukanya.

Next morning at the scheduled time Rajneesh and Sukanya get a reminder and they sit together to discuss the grocery list.

Rajneesh and Sukanya collectively add the grocery items to unplanned bucket & Sukanya creates another calendar schedule for visit to the local grocery store, the next Saturday 11:00 AM. She further shares the invite with Rajneesh.