

Persona 1



Personal Information

Age: 28

Gender: Male

Education: MCA

Tech Proficiency

Computers 5/5

Smart phones 5/5

Hobbies

- Photography
- Travel

Deepak Kumar Arun

Graphics Designer

Profile

Deepak is a graphics design professional working for a multinational company. Deepak has been working for last 9 years in this profile.

Deepak stays in a united family with his parents and elder brother and his family.

Goals

- Wants to explore and compare purifiers online
- Wants to see how pureit can help him being healthy

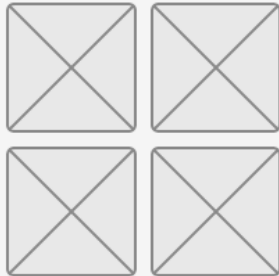
Challenges

- Budget constraint

Scenario 1

Deepak had a stomach infection recently when a doctor suggested him to change the purifier he is using.

Deepak comes to pureit's website, looks at the advantages of using purit, explores options suiting his budget range and orders a purifier online.



Pureit has won several awards and certifications for the sheer innovation it brings to the industry, the build quality and superior value.

Pureit meets stringent international criteria of Environmental Protection Agency, United States for harmful bacteria and virus removal and thus offers the most superior safety.

Know More >>

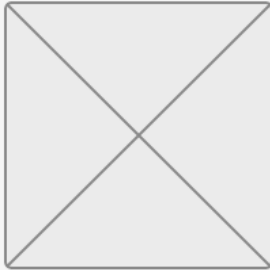


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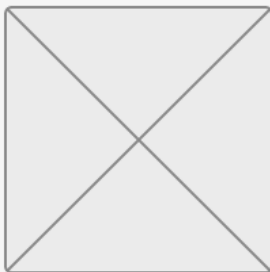
Deepak comes to the homepage and reads a snippet which says how pureit has won a lot of awards

2

Deepak clicks on know more button to explore more about the awards won by pureit.



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3

After Reading the reviews, Deepak clicks on products page to explore product options.

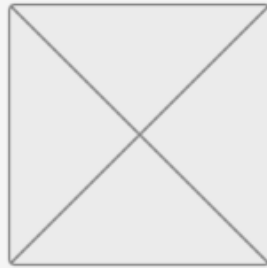


[Product 1](#)

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Buy

Compare



[Product 1](#)

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Quam euismod sem, semper ut potenti

Buy

Compare



4

Deepak compares some purifiers on the basis of their quality and his budget and requirement match.

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Buy

Compare

5

He finds a purifier that suits his requirements and clicks on buy button.