

TEAM 6

Scenario Buliding.

INDIVIDUALISM AD INFLUENCE LIFE REMOTELY CONSUMERISM. LAZY LOSS OF CREATIVITY EXPECTANCE CLOUD COMPUTING QUECTIONING. FAST. MOOD PRIVACY 2026. MORE ACCESS TO INFORMATION TIME STRESS NEED VS WANTS URBAN. RECREATION. DIGITIZATION. PRATED COMPETANT AUTOMATION. POPULATION . SIZE NATURE BLEND PERSONAL SPIRITUALITY BRAND AVE INDIAN FAMILY LOYALTY. ARTIFICIAL INTELIGENCE MIGRATION. TERPRENEURSHIP TECHNOLOGY DEPENDANT DFIGURATION . INTERATTION ECO-FRIENDLY. ROSS AUTOPILOT MINIMALISTIC STATUS. SUSTAINABLE ENERGY CULTURE. COMMUNICATION. NAVIGATION. R PURCHASE RETRO CLASSIC. WER. PERSONALISATION SOLAR. CONVINIENCE POLLUTION CONTROL EXPERIENCE RELIABILITY. CLIMATIC. CONSCIDUS. CHANGES. NATURE JENSITIVE EFFICIENT ANIMALS, PETS I SOLATED LIFESTYLE LESS EMOTIONAL SENSITIVE 2 TZA12UH HUMAN INTERACTION GUMAN. IESS

User Building.

PREFERENCES

- Developed City

- Status city symbol.

Esonomy

Experience.

GROWTH DPEN MIND

PROFESSION

CREATIVE

AGE 30-35 FRIENDLY

SMART.

WORK

MONTHLY

1.5 - 2 Lac . NON-REPETETIVE

GOAL.

· OPEN HIS OWN DECKENT

SEE STUDIO/WORKSPACE

· & WORK FOR A BETTER CLIENT.

WORK -> EXPLORE - LIVE.

(FOODTRUCK/CAFE)

FRUSTRATION

· VALUE & ALCEPTANCE OF WORK.

· DEADLINES

· STAGNANCY

FREEDOM TO WORK HIS OWN WAY .

MOTIVATION

USER

· RECOGNITION

GROWTH REPUTATIONS

. PROSER SORKE LIKES .

. AROJECT APRECIATION.

. FEAR OF STAGNATION .

SOCIALY ACTIVE

INDEPENDENT

EMPLORER EXTROVERT

DYNAMIC

PORESIGHTED TECH-DEPENDANT

CONSCIOUS IN

EXPENSES

L INTEGRAL PART OF LIFE

學供完計

DESPLAYS DESCENT

MUSIC LOVER.

STATUS

MUSICIAN.

TRAVELER .

INSPIRATION

UPDATION. SPORTS. FOOTBALL.

FOODIE.

BRIGHT

ENTHSIAST

SPIRITUAL.

Product Placement.

User Persona.



Age: 32

Work: Freelancer

Income: 1.5-2 Lacs per month

Creative Foresighted

Friendly Ambitious

Explorer Smart

Dynamic Tech-Savvy

Motivation

Growth and Reputation Project Appreciation Fear of stagnation

Goals

He aims to open his own studio/ workspace in the future He dreams to work for a big client. WORK---EXPLORE---LIVE

Frustrations

Value and acceptance of his work Meet Deadlines overcoming all the obstacles. Fears stagnancy and repetitive projects. Is generally provided very less freedom to work in his own way by his clients.

BIO

Robin is a freelance illustrator, and a 'Tech junkie' and for the past couple of years, has been very passionate to make an identity for himself in the market. He wants to be a professional personality and soon open his own studio/workplace. He is very thoughtful about the products he owns. He is very conscious in presenting himself well. He is constantly exploring and travelling in pursuit of inspiration to apply it in his work. As food and music enthusiast too, he wants to spend his senior age of life by puting a small cafe and a music studio.

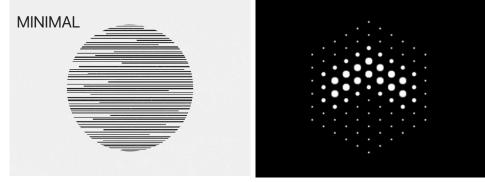
Brand influencers

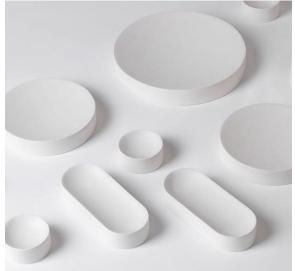
Volkswagon Skoda Ford Renault Jeep Toyota Iphone Google Tommy hilfiger Iouis phillippe high design us polo assn. UCB

Mood Board.









Inspiration Board.







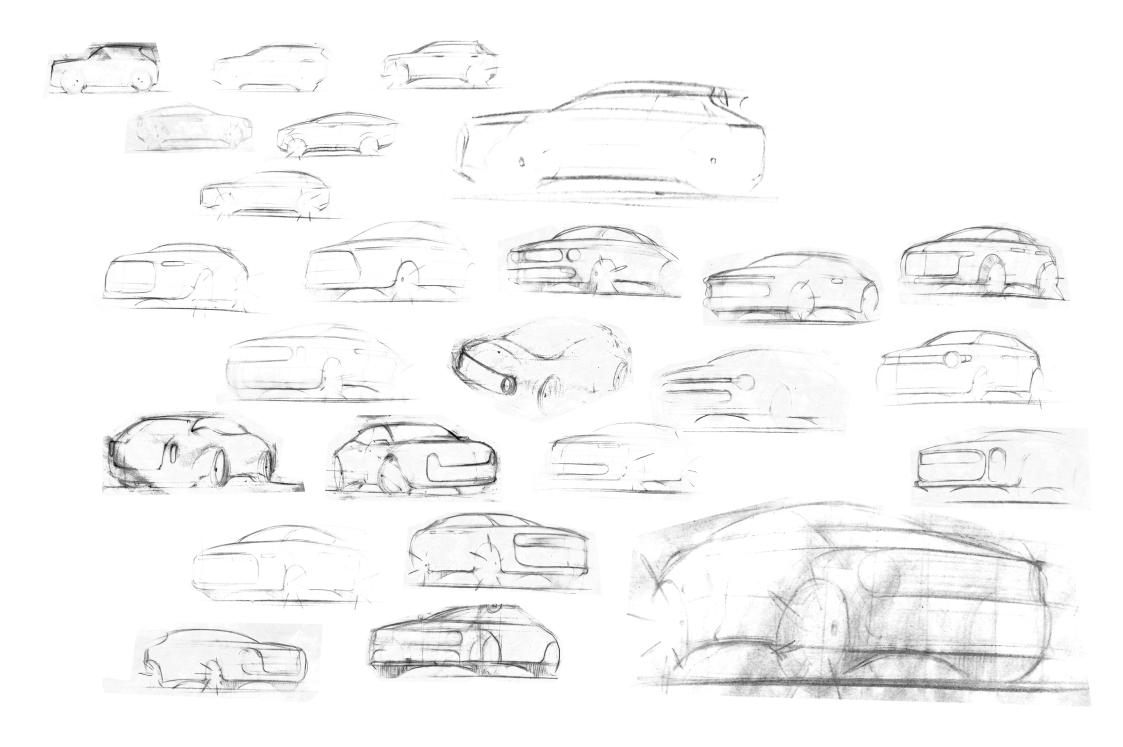
PERSONAL





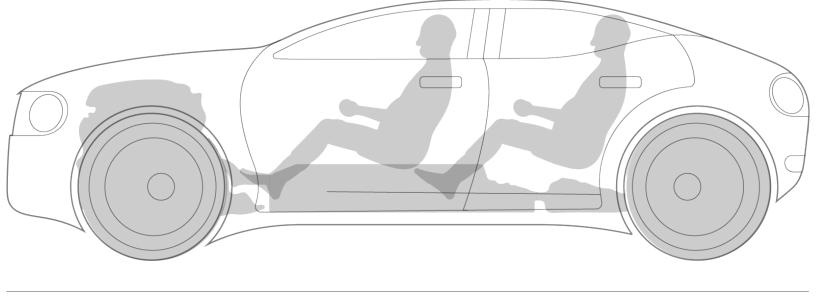


Concept Sketches.



Vehicle Packaging.





Final Concept.

ESSENCE CONTRACTOR

Thank you!