

CUSTOMER PERSONAS

This tool is designed to be used by journalists, fact-checkers, media organizations, general public, governments, content creators, and social media users to ensure that the information shared with the public is accurate and trustworthy.

Ideal Customer Groups:

1. Journalists
2. Fact-Checkers
3. Content Creators & Influencers
4. Media Organizations
5. Government & Law Enforcement
6. General Public

1. Journalists

Name: Sarah Carter

Gender: Female

Age: 35

Occupation: Investigative Reporter

Needs:

- Verify news sources before publishing.
- Ensure credibility and prevent misinformation.

Pain Points:

- Struggles with real-time deepfake detection.
- High risk of spreading false information.

How MythBuster.AI Helps:

- Instant verification for news sources.
- AI-powered fact-checking and forensic analysis.

2. Fact-Checkers

Name: David Lee

Gender: Male

Age: 40

Occupation: Senior Fact-Checker at a Media Organization

Needs:

- Identify and debunk misinformation at scale.
- Ensure newsroom accuracy and integrity.

Pain Points:

- Overwhelmed by AI-generated fake content.
- Manual verification is time-consuming and inefficient.

How MythBuster.AI Helps:

- Automates deepfake detection, making verification faster.
- Enhances accuracy for large-scale media authentication.

3. Content Creators

Name: Alex Thompson

Gender: Male

Age: 28

Occupation: YouTuber & Influencer

Needs:

- Protect original content from manipulation.
- Verify viral media before sharing with followers.

Pain Points:

- Fear of falling for deepfake hoaxes.
- Risk of reputation damage if spreading false content.

How MythBuster.AI Helps:

- Quick deepfake authentication to verify media before sharing.
- Helps protect brand credibility with secure verification.

4. Media Organizations

Name: John Williams

Gender: Male

Age: 42

Occupation: Lead Digital Content Analyst at a News Agency

Needs:

- Implement company-wide misinformation detection tools.
- Protect the organization from credibility damage.

Pain Points:

- Deepfake videos and fake news threaten audience trust.
- Need scalable solutions to verify large volumes of content.

How MythBuster.AI Helps:

- Enterprise-level AI solutions for real-time verification.
- Enhances editorial integrity and trust.

5. Law Enforcement & Investigators

Name: Mark Davis

Gender: Male

Age: 40

Occupation: Police Investigator

Needs:

- Find out if videos or voice recordings have been faked.

- Identify manipulated media used in fraud and scams.

Pain Points:

- Criminals are using deepfakes to commit fraud and scams.
- It's hard to tell if a video or audio clip is real.

How MythBuster.AI Helps:

- Quickly detects fake videos and audio clips.
- Helps investigators verify evidence more accurately.

6. General Public

Name: Emily Johnson

Gender: Female

Age: 30

Occupation: Social Media User & Marketing Manager

Needs:

- Avoid being misled by fake content.
- Have an easy way to verify online media.

Pain Points:

- No accessible tools to detect deepfakes.
- Increasing distrust in digital media.

How MythBuster.AI Helps:

- User-friendly verification tool for quick fact-checking.
- Empowers users to make informed media consumption decisions.

These customer personas highlight the diverse needs of MythBuster.AI users, ensuring that our product is designed to meet real-world challenges across different industries.