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

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**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.