**GEMINI AI**It is a versatile language model with a wide range of potential applications. It’s adaptability allows it cater to various users.  
**Personas**  
**1)The busy professional:** Needs: Streamlining tasks, generating ideas, and improving productivity  
**2)Student:** Needs: Research assistance, idea generation and editing assistance.  
**3)Writer or Content Creator:**  
 Needs: Inspiration, idea generation and editing assistance.  
**4)Business Owner :** Needs: Market Research, Customer Support, and content creation.  
**5)The language learner:**  
 Needs: Practice conversation, translation and cultural understanding.   
**6)The curious mind:**  
 Needs: Explanations of complex topics and general knowledge.

**User Journeys:**User journey vary significantly depending on individual needs and goals.  
**1)Student Journey:**  
 Discovery: Hear about Gemini and its potential to assist with academic tests.  
 initial exploration: The student begins experimenting with gemini, using for various purposes.  
**2)Professional’s Journey:**  
 Productivity Boost: seek a tool to streamline task and increase efficiency.  
 Task Admiration : Gemini is used to automate routine tasks like drafting mails   
**3)Writers’s Journey:**  
 Idea Generation: Writer uses gemini to brainstorm new ideas and explore different writing angles.  
**4)Language Learner’s Journey:**  
 Practice and Feedback : Language learner uses gemini for translations and many other things.

**Product Metrics:  
1)Performance Metrics:** Accuracy  
 Relevance  
 Completeness  
 Fluency  
 Speed

**2)Business Impact Metrics:**  
 Revenue Generation  
 Cost Saving  
 Time Saved  
**3)User Management Metrics:**

Active users  
 Session Length  
 User Satisfaction  
 User Retention