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Name: Liam Johnson

Occupation: Student

Demographics: 20 years old, lives in Sopot (Poland)

Motivations: Willing to access a variety of content and information available on Onet, especially in the field of technology. He wants to keep abreast of the world and develop his interests.

Goals: Ease of access to content, ability to interact with other users to exchange opinions and discuss topics of interest.

Preferred Method of Communication: Messenger, Phone, Email, Forums.

Expected feature:

- Commenting and rating system for articles

An article commenting and rating system would allow users to actively participate in discussions and directly influence the quality of content. Next to each article there would be a place to rate the article and an opportunity to add your comment to the article or respond to the comments of others. This would increase user engagement and improve the quality of interaction on the platform.



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Name: Grażyna Kowalska

Occupation: Journalist

Demographics: 35 years old, lives in Reszel (Poland)

Motivations: She wants to provide readers with the latest news and interesting stories, as well as establish herself as a respected journalist and earn the loyalty of her readers.

Goals: Increase the number of article views and achieve more publicity as a journalist. Facilitate contact with readers to better understand their needs and expectations.

Preferred Method of Communication: Phone, Messenger, Email, Face-to-Face, Forum.

Expected features:

- Trend Indicator

A tool that will help article authors determine which topics are currently most popular with readers, enabling them to adjust their content to match current trends. Adding the indicator will help authors deliver more compelling articles that will attract more reader attention, which in turn will increase page views.