DEMO GRAPHICS:
age:32
occupation:marketing manager
location;urban

"X" usage:
1.staying updated on news trends and events
2.self expression and sharing thoughts and opinions joining
3.conversations and discussions
4.market research and analytics
5.advertising and promotions customer engagement and loyalty

PERSONA NAME:ENMA

NEEDS AND USAGE:
1.real time information
2.networking and connection self expression and feedback
3.customer service and support
4. personal and professional branding
5.education and learning
6.sharing experience and opinions
7.finding and sharing content
8.business development and lead generation
9.brand monitoring brand monitoringand reputation management

CHALLENGES:
1.character limit
2.Difficulty finding relevant content
3.Information over load
4.managing permissions and access
5.confusion navigation and ui

EMOTIONAL RESPONSE:
1.Excitement:discovering breaking news,training topics or engaging content
2.Empowerment:sharing opinions,advocating for causes or promoting work
3.Frustration:dealing with technical issues, trolls or spam
4.Anxiety:managing online reputation, facing criticism or dealing with harassment