

PERSONA: Kylie

**Demographic**

- Female
- 21 Y
- New York
- Single

**NAME**  
**Kylie**

**MARKET SIZE**  
70 %

**TYPE**  
**Idealist**

**Goals**  
Find a book and study materials quickly for assignment and exams

**Quote**  
“I rely on smart tools and seamless design - the right technology should simplify my life, not make harder.”

**Motivations**  
Access digital resources from anywhere

**Frustrations**  
Limited access to digital resources or outdated library websites.

**UXPRESSIA**  
This persona was built in [uxpressia.com](#)

UXPRESSIA

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PERSONAS (1)  
Common docs

**NAME**  
**ESHOP**

**MARKET SIZE**  
80 %

**TYPE**  
**Idealist**

**GOAL**  
To provide best products to the customers

**Quote**  
“ESHOP nhi kiya toh kya kiya”

**Background**  
Acbd is a student of Assam down town University. His class timing is from 12 PM - 7 PM due to which he has to spent his all day in the University. He has been using shopping websites for a while.

**Skills**

Skill 1	0	25	50	75	100
Skill 2	0	25	50	75	100
Skill 3	0	25	50	75	100

**Brands and influencers**

amazon, Flipkart, Shopify, Myntra

**ADD PERSONA**

The screenshot shows the MakeMyTrip website homepage. At the top, there are links for listing properties, introducing myBiz, managing bookings, and account information. Below the header is a navigation bar with categories: Flights, Hotels, Homestays & Villas, Holiday Packages, Trains, Buses, Cabs, Tours & Attractions, Visa, Cruise, Forex Card & Currency, and Travel Insurance. The 'Flights' category is selected. The main search area allows users to choose travel type (One Way, Round Trip, Multi City), enter departure and arrival cities (Delhi to Bengaluru), select dates (Departure: 15 Nov '25, Saturday), and specify travellers and class (1 Traveller, Economy/Premium Economy). Below the search form, there are sections for 'SPECIAL FARES' (Regular, Student, Armed Forces, Senior Citizen, Doctor and Nurses) and a checkbox for 'Add Zero Cancellation'. A large blue 'SEARCH' button is prominently displayed. At the bottom, there are promotional banners for Where2Go, How2Go, MakeMyTrip ICICI credit card, MICE, and Gift Cards. The 'Offers' section features 'The Year's Biggest Deals' and 'Special Picks of the Week: Kerala'. The right side of the page includes a 'VIEW ALL' button and a purple 'Z' logo.

```
aws | Search [Alt+S] | United States (N. Virginia) ▾ | Account ID: 2603-7050-9183 | Pabitra Basumatari
Last login: Fri Nov 14 10:20:30 2025 from ec2-18-206-107-27.compute-1.amazonaws.com
`-#` Amazon Linux 2
`--#` AL2 End of Life is 2026-06-30.
`--` A newer version of Amazon Linux is available!
`--` Amazon Linux 2023, GA and supported until 2028-03-15.
`--` https://aws.amazon.com/linux/amazon-linux-2023/
[root@ip-172-31-64-99 ~]# sudo yum install httpd php php-mysqld -y
Loaded plugins: extras_suggestions, langpacks, priorities, update-motd
amzn2-core
Package httpd-2.4.65-1.amzn2.0.2.x86_64 already installed and latest version
Package php-5.4.16-46.amzn2.0.6.x86_64 already installed and latest version
Package php-mysqld-5.4.16-46.amzn2.0.6.x86_64 already installed and latest version
Nothing to do
[root@ip-172-31-64-99 ~]# sudo systemctl start httpd
[root@ip-172-31-64-99 ~]# sudo systemctl enable httpd
[root@ip-172-31-64-99 ~]# sudo yum install mariadb-server -y
Loaded plugins: extras_suggestions, langpacks, priorities, update-motd
Resolving Dependencies
--> Running transaction check
--> Package mariadb-server.x86_64 1:5.5.68-1.amzn2.0.1 will be installed
--> Processing Dependency: mariadb(x86-64) = 1:5.5.68-1.amzn2.0.1 for package: 1:mariadb-server-5.5.68-1.amzn2.0.1.x86_64
--> Processing Dependency: perl(DBI) for package: 1:mariadb-server-5.5.68-1.amzn2.0.1.x86_64
--> Processing Dependency: perl(Data::Dumper) for package: 1:mariadb-server-5.5.68-1.amzn2.0.1.x86_64
--> Processing Dependency: perl-DBD-MySQL for package: 1:mariadb-server-5.5.68-1.amzn2.0.1.x86_64
--> Processing Dependency: perl-DBI for package: 1:mariadb-server-5.5.68-1.amzn2.0.1.x86_64
--> Running transaction check
--> Package mariadb.x86_64 1:5.5.68-1.amzn2.0.1 will be installed
--> Package perl-DBD-MySQL.x86_64 0:4.023-6.amzn2 will be installed
--> Package perl-DBI.x86_64 0:1.627-4.amzn2.0.2 will be installed
--> Processing Dependency: perl(RPC::PIClient) >= 2.000 for package: perl-DBI-1.627-4.amzn2.0.2.x86_64
--> Processing Dependency: perl(RPC::PIServer) >= 2.0001 for package: perl-DBI-1.627-4.amzn2.0.2.x86_64
--> Package perl-Data-Dumper.x86_64 0:2.145-3.amzn2.0.2 will be installed
--> Running transaction check
--> Package perl-PlRPC.noarch 0:0.2020-14.amzn2 will be installed
--> Processing Dependency: perl(Net::Daemon) >= 0.13 for package: perl-PlRPC-0.2020-14.amzn2.noarch
--> Processing Dependency: perl(Compress::Zlib) for package: perl-PlRPC-0.2020-14.amzn2.noarch
--> Processing Dependency: perl(Net::Daemon::Log) for package: perl-PlRPC-0.2020-14.amzn2.noarch
--> Processing Dependency: perl(Net::Daemon::Test) for package: perl-PlRPC-0.2020-14.amzn2.noarch
--> Running transaction check
--> Package perl-IO-Compress.noarch 0:2.061-2.amzn2 will be installed
--> Processing Dependency: perl(Compress::Raw::Zip2) >= 2.061 for package: perl-IO-Compress-2.061-2.amzn2.noarch
| 3.6 kB 00:00:00
```



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Dependency Installed:
mariadb.x86_64 1:5.5.68-1.amzn2.0.1      perl-Compress-Raw-Bzip2.x86_64 0:2.061-3.amzn2.0.2      perl-Compress-Raw-Zlib.x86_64 1:2.061-4.amzn2.0.2
perl-DBI.x86_64 0:1.627-4.amzn2.0.2       perl-Data-Dumper.x86_64 0:2.145-3.amzn2.0.2      perl-IO-Compress.noarch 0:2.061-2.amzn2
perl-PLRPC.noarch 0:0.2020-14.amzn2        perl-DBD-MySQL.x86_64 0:4.023-6.amzn2
                                                perl-Net-Daemon.noarch 0:0.48-5.amzn2

Complete!
[root@ip-172-31-64-99 ~]# sudo systemctl start mariadb
[root@ip-172-31-64-99 ~]# sudo systemctl enable mariadb
Created symlink from /etc/systemd/system/multi-user.target.wants/mariadb.service to /usr/lib/systemd/system/mariadb.service.

NOTE: RUNNING ALL PARTS OF THIS SCRIPT IS RECOMMENDED FOR ALL MariaDB
SERVERS IN PRODUCTION USE! PLEASE READ EACH STEP CAREFULLY!

In order to log into MariaDB to secure it, we'll need the current
password for the root user. If you've just installed MariaDB, and
you haven't set the root password yet, the password will be blank,
so you should just press enter here.

Enter current password for root (enter for none):
ERROR 1045 (28000): Access denied for user 'root'@'localhost' (using password: YES)
Enter current password for root (enter for none):
ERROR 1045 (28000): Access denied for user 'root'@'localhost' (using password: YES)
Enter current password for root (enter for none):
ERROR 1045 (28000): Access denied for user 'root'@'localhost' (using password: YES)
Enter current password for root (enter for none):
OK, successfully used password, moving on...

Setting the root password ensures that nobody can log into the MariaDB
root user without the proper authorization.

Set root password? [Y/n] y
New password:
Re-enter new password:
Password updated successfully!
Reloading privilege tables..
... Success!

By default, a MariaDB installation has an anonymous user, allowing anyone
to log into MariaDB without having to have a user account created for
them. This is intended only for testing, and to make the installation
go a bit smoother. You should remove them before moving into a
production environment.

Remove anonymous users? [Y/n] y

i-090e37d8b8ffb62b4
PublicIPs: 100.28.127.138 PrivateIPs: 172.31.64.99
```

aws | Search [Alt+S] United States (N. Virginia) ▾ Account ID: 2603-7050-9183 ▾ Pabitra Basumathy

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Remove test database and access to it? [Y/n]
- Dropping test database...
... Success!
- Removing privileges on test database...
... Success!

Reloading the privilege tables will ensure that all changes made so far
will take effect immediately.

Reload privilege tables now? [Y/n]
... Success!

Cleaning up...

All done! If you've completed all of the above steps, your MariaDB
installation should now be secure.

Thanks for using MariaDB!
[root@ip-172-31-64-99 ~]# mysql -u root -p
Enter password:
ERROR 1045 (28000): Access denied for user 'root'@'localhost' (using password: NO)
[root@ip-172-31-64-99 ~]# mysql -u root -p
Enter password:
Welcome to the MariaDB monitor. Commands end with ; or \q.
Your MariaDB connection id is 13
Server version: 5.5.68-MariaDB MariaDB Server

Copyright (c) 2000, 2018, Oracle, MariaDB Corporation Ab and others.

Type 'help;' or '\h' for help. Type '\c' to clear the current input statement.

MariaDB [(none)]> CREATE DATABASE shopdb;
Query OK, 1 row affected (0.00 sec)

MariaDB [(none)]> CREATE USER 'shopuser'@'localhost' IDENTIFIED BY 'StrongPass123';
Query OK, 0 rows affected (0.00 sec)

MariaDB [(none)]> GRANT ALL PRIVILEGES ON shopdb.* TO 'shopuser'@'localhost';
Query OK, 0 rows affected (0.00 sec)

MariaDB [(none)]> FLUSH PRIVILEGES;
Query OK, 0 rows affected (0.00 sec)

MariaDB [(none)]> EXIT;
Bye
[root@ip-172-31-64-99 ~]# sudo nano /var/www/html/testdb.php
[root@ip-172-31-64-99 ~]#
```

i-090e37d8b8ffb62b4
PublicIPs: 100.28.127.138 PrivateIPs: 172.31.64.99