



Personas



Background: David owns a small business that heavily relies on its online presence for customer engagement. He's concerned about potential misinformation impacting the reputation of his business. The web application is crucial for David to verify news and updates related to his industry.

Age: 38

Occupation: Small Business Owner

Goals and Motivation: David's primary goal is to safeguard his business's reputation. By using the web application, he aims to prevent the spread of false information that could harm customer trust and loyalty. His motivation is to maintain transparency and integrity in his business communications.