

Personas



Background:

Maria is a community activist working on social justice issues. She recognizes the role of misinformation in shaping public opinion and wants to combat false narratives that may undermine her advocacy efforts. Maria is motivated to use the web application as a tool to verify information before sharing it within her community.

Age: 35

Occupation: Community Activist

Goals and Motivation: Maria's goal is to empower her community with reliable information. By leveraging the web application, she aims to strengthen the credibility of her advocacy work, foster informed discussions, and counteract misinformation that may be used to undermine social justice causes



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.



Background:

Michelle is a fitness and health enthusiast who frequently relies on online health-related information. With the abundance of health-related news articles and social media posts, Michelle often encounters

conflicting information. The web application is valuable for him to discern between credible and misleading health information.

Age: 31

Occupation: Fitness Trainer

Goals and Motivation: Michelle's primary goal is to maintain a healthy lifestyle and share accurate health advice with her followers. By using the web application, he aims to avoid the spread of misinformation in the fitness and health community, contributing to a more informed and health-conscious online environment.