# User Demographics

Four (4) key demographics for Brain Rot Weekly's target users:

1. **Age Group:** Adults ages 25–45 who enjoy internet culture but want curated content instead of chaotic scrolling.
2. **Tech Comfort:** Comfortable with websites, social media, and basic online interactions.
3. **Lifestyle:** Busy schedules (work, school, family) — limited time for entertainment but want high-quality summaries.
4. **Interests:** Humor, trend breakdowns, creativity, memes, short-form content, and staying socially aware of online culture.

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# User Persona

**User Name:** *Alex Rivera*

**User Demographics:**

- Age 32
- Works full-time in marketing
- Uses social media casually but skips long scrolling
- Lives in an urban area
- Likes clever, short, digestible content

**User Backstory:**
Alex used to keep up with memes and online trends in college, but now with work and responsibilities, there's no time to scroll through endless feeds. Alex wants a way to stay updated, feel connected to internet culture, and have something funny or interesting to share with coworkers — without wasting hours online.

**User Needs:**

- Fast, curated content summaries
- A place to understand new internet trends without the chaos
- A weekly "digest" they can trust
- Simple navigation and easy reading
- Some interactivity (likes, comments)

**How Brain Rot Weekly Meets These Needs:**

- Provides quick weekly summaries of trending "brainrot" content
- Offers a clean layout with short previews instead of endless scrolling
- Updates automatically each week to save time
- Lets users interact through likes, comments, and sharing
- Helps adults feel "in the loop" without heavy time investment

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# Value Proposition (2–3 Sentences)

Brain Rot Weekly solves the problem of adults not having time to scroll endlessly by offering curated, short, high-quality weekly content summaries. It gives users entertaining, clever, and easy-to-digest internet culture highlights that save time while keeping them connected. Unlike chaotic social media feeds, Brain Rot Weekly is organized, clean, and uniquely built for adults who want the fun of trends without the overwhelm.

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# User Research (Primary Research)

Three primary research methods used to collect data:

1. **User Profile Interviews:** Interviewed three adults (ages 25–40) about how they consume weekly entertainment and internet content.
2. **Prototype Walkthrough:** Showed a Figma prototype to participants and asked them to navigate and think aloud.
3. **Google Forms Survey:** Collected user responses about favorite features, preferred modes (light, dark, brainrot), and content ideas.

This research helped discover that adults want concise summaries, simple navigation, and interactive features.

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# Brainstorming

Three brainstormed ideas:

1. **Rot of the Week Feature** – A weekly top moment with a funny rating.
2. **Flashcard Mode** – Quick cards explaining current brainrot phrases or memes.
3. **Trend Visualizer** – Simple charts showing how a trend is rising or falling.

Three aspects that could be integrated into the product:

- Add a "Top Weekly Rot" section to the homepage.
- Create interactive flashcards using short summaries from your research.
- Add simple visuals to make trends easier to understand for adults.

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# Prototype

(Write this if your teacher wants proof of what you made.)

The prototype includes three key functionalities:

1. **Weekly Content Feed** – Preview cards that update every week.
2. **Content Interactions** – Like, comment, and share buttons.
3. **Filtering System** – Users can filter content by topic or category.

*If you want, I can generate a written description of your exact Figma screens.*

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# Feedback Gathering

Feedback collected from at least three adults:

1. **Feedback 1:** Wanted shorter summaries — the full paragraphs felt too long.
2. **Feedback 2:** Navigation bar felt unclear; users didn't know where to click first.
3. **Feedback 3:** Requested more visuals or images to make the site feel alive.

*This reflects the real feedback you collected earlier.*

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# Feedback Integration

**Two patterns found in feedback:**

1. Users want **shorter, clearer, and more concise summaries**.
2. Users want **simpler navigation and more visual content**.

**Plan for integrating one feedback pattern:**
For the "shorter summaries" pattern, all content cards were redesigned to include only a two-sentence summary, with an optional "Read More" button. This keeps the main page clean while still giving full detail if users choose to expand.

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# Refined Prototype

The refined prototype includes:

- **Updated Value Proposition:** Clearly displayed on the homepage.
- **User Persona:** Used to guide design (simple navigation, short content).
- **Three Key Functionalities:** Weekly content feed, user interactions, search/filter system.
- **Integrated Feedback:**
  - Shortened summaries
  - Simplified navigation bar
  - Added visuals and cleaner content cards

This refined version better matches adult users' needs and aligns with all feedback patterns.