

Ans:

QUE: 1) Please break down the URLs listed below. (list-out Protocol, Domain, TLD) .

1. https:// - Secure Protocol
www. - Sub domain
Flipkart - Domain
.com/ - TLD
2. https:// - Secure Protocol
Www. - Sub domain
irctc.co - Domain
.in/ - TLD
3. https:// - Secure Protocol
Www. - Sub Domain
Allegro - Domain
.pl/ - TLD
4. https:// - Secure Protocol
Www. - Sub Domain
johnlewispartnership .co - Domain
.uk/ -TLD
5. https:// - Secure Protocol
Www. - Sub Domain
uidai.gov - Domain
.in/ - TLD

QUE: 2)What is HTTPS/SSL Update?

HTTPS : Hypertext Transport Protocol Secure :-

It's a secure version of HTTP that encrypts data between a user's browser and a website's server. HTTPS is important for protecting sensitive information like passwords, credit card numbers, and billing addresses.

SSL : Secure Socket Layer:-

is a protocol that encrypts and authenticates data transmitted between a client and a server, typically a web browser and a web server, ensuring secure communication over the internet.

QUE: 3) 10 Browse

1. Safari
2. Chrome
3. UC Browser

4. Duck Duck Go
5. Microsoft edge
6. Vivaldi
7. Top Browser
8. Chromium
9. Opara
10. Maxthon

QUE: 4)

Create a Customer Persona & identify Brand Details for the given brands.

[JioHotstar - Watch TV Shows, Movies, Specials, Live ...](#)



[Hotstar](#)

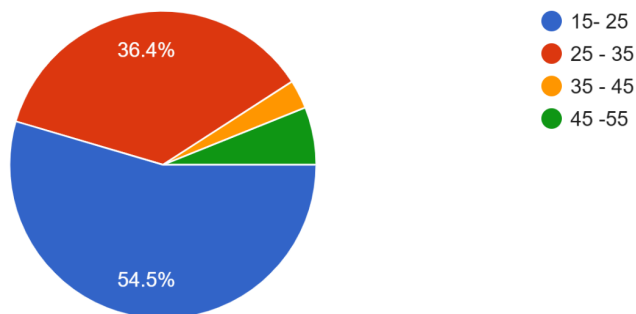
[https://www.hotstar.com > ...](https://www.hotstar.com)

test Customer Persona : Brand Analysis

Result of google form (JioHotstar Survey) :

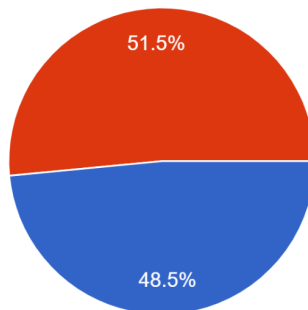
Age :

33 responses



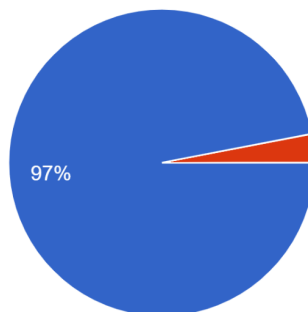
<https://docs.google.com/spreadsheets/d/1P1aTTP69u9VyXbvs0VSJNHRyItUrs9bHRKLKkqvIWD8/edit?usp=sharing>

Gender :
33 responses



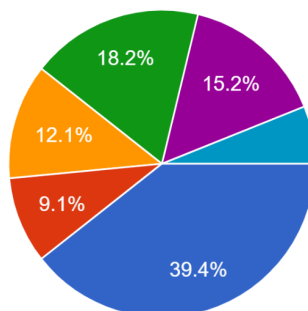
- Male
- Female
- Other
- Don't want to answer this Que.

Region :
33 responses



- Gujarat
- Maharashtra
- UP (Uttar Pradesh)
- Punjab
- MP (Madhya Pradesh)
- South India

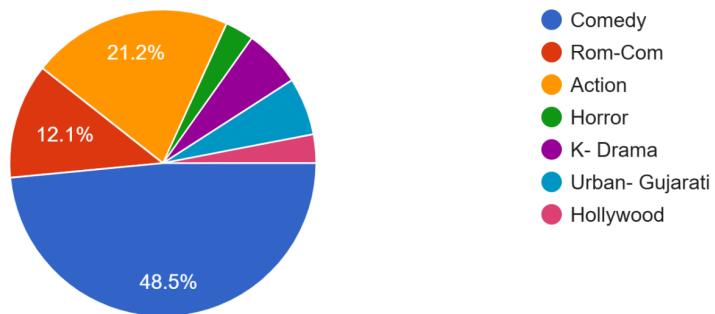
Which background you prefer :
33 responses



- Movie Night
- Bollywood Glam
- Sports Stadium
- Trending Content
- Personalized Background
- Live Scores

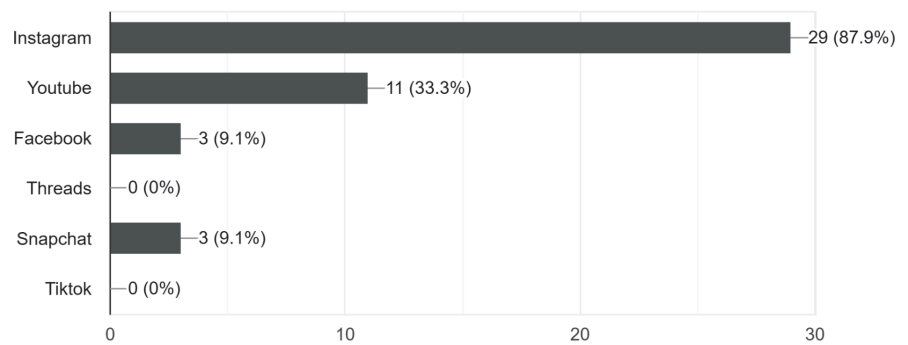
What kind of content do you enjoy the most :

33 responses



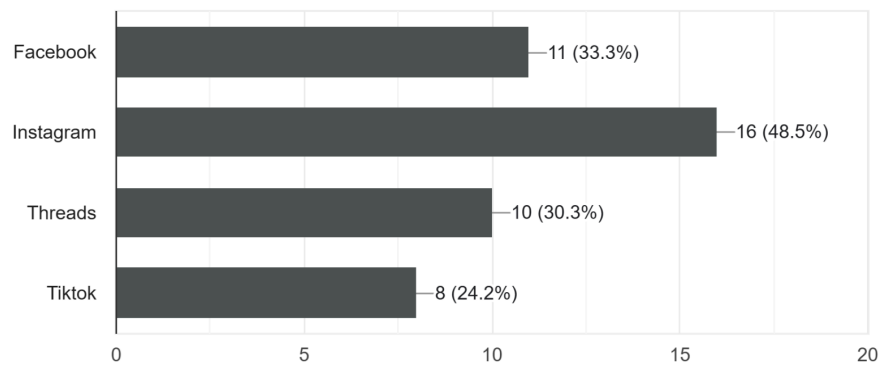
Which of the following social networks do you use most frequently :

33 responses



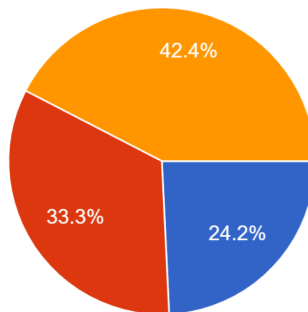
Which of the following social networks do you use the least :

33 responses



Can you walk me through your typical purchasing process :

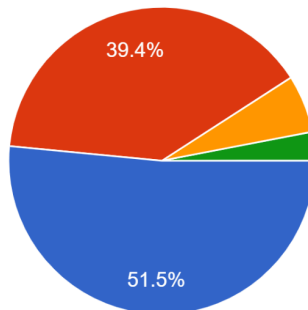
33 responses



- Buying on impulse without thinking.
- Buying out of habit or routine.
- Buying after thinking and comparing options.

What is your willingness to pay for a premium streaming service like JioHotstar :

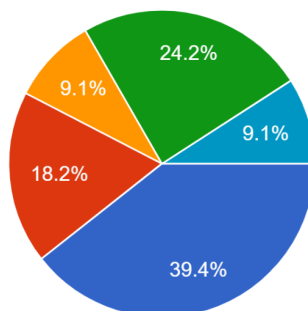
33 responses



- ₹0-₹200
- ₹201-₹500
- ₹501-₹1000
- ₹1001 or more

Which Occupation group do you think is most likely to use JioHotstar :

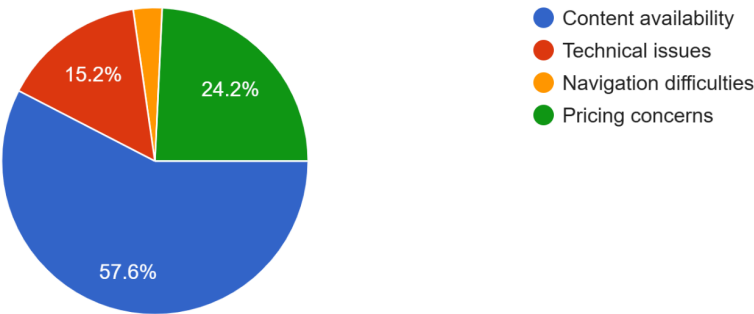
33 responses



- Student
- Working Professional
- Business Owner
- Homemaker
- Retired
- -Other

What is the biggest challenge you face while using JioHotstar :

33 responses



Give us some feedback related to JioHotstar services :

13 responses

