

## User Persona 1 – Male



**Name:** Oleksandr Hrytsenko

**Occupation:** QA Engineer

**Age:** 29

**Location:** Lviv, Ukraine

**Preferred channels of communication:** Telegram, LinkedIn, Email

**Personality:** Analytical, detail-oriented, introverted but cooperative

**Motivations:** Continuous professional growth, staying updated on IT trends, sharing experience

### Goals:

He regularly visits dou.ua to explore QA-related articles, look for job opportunities, and interact with the testing community through comments and discussions.

**Feature to add:** Personalized job alert system

### Reasons why this feature needs to be added:

Time is often spent manually browsing job listings to find suitable positions. It is suggested that a personalized job alert system be implemented so that relevant openings can be automatically delivered to users based on their experience and preferred location. This way, efficiency and engagement with the platform can be increased.

## User Persona 2 – Female



### User Persona 2 – Female

**Name:** Kateryna Melnyk

**Occupation:** IT Student, aspiring Front-End Developer

**Age:** 22

**Location:** Kyiv, Ukraine

**Preferred channels of communication:** Instagram, Telegram, Email

**Personality:** Ambitious, sociable, creative, fast learner

**Motivations:** Building her career in IT, learning new technologies, finding mentors and internships

#### **Goals:**

She uses dou.ua to find articles for beginners, look for internships or junior positions, and connect with mentors and professionals who can help her grow in the IT field.

#### **Feature to add:** Mentorship section

#### **Reasons why this feature needs to be added:**

A lack of proper mentorship has been identified among beginner users. It is recommended that a mentorship section be created so that students and newcomers can be connected with experienced developers. Through this feature, community engagement would be enhanced and professional growth would be supported.