

USER STORY

Persona:

- Name: Akhil
- Age: 25
- Role: Small Business Owner (representing an end user)
- Background: Akhil runs a small business and wants to establish a strong online presence to reach more customers. They seek a digital media partner who can provide a comprehensive solution to address their various needs without the hassle of managing multiple service providers.
- Goals and Motivations:
 - i. Enhance Online Presence
 - ii. Engage with Target Audience
 - iii. Stay Competitive
 - iv. Build Brand Awareness
- Challenges:
 - i. Limited Resources
 - ii. Navigating Digital Landscape

User Story:

- As an individual or business seeking digital media services,
- I want a single platform offering Talent Management, Video Production, Social Media Management, and Influencer Marketing solutions,
- So that I can efficiently manage my online presence, engage with my audience, and achieve my digital goals seamlessly.

User Story Diagram given below:

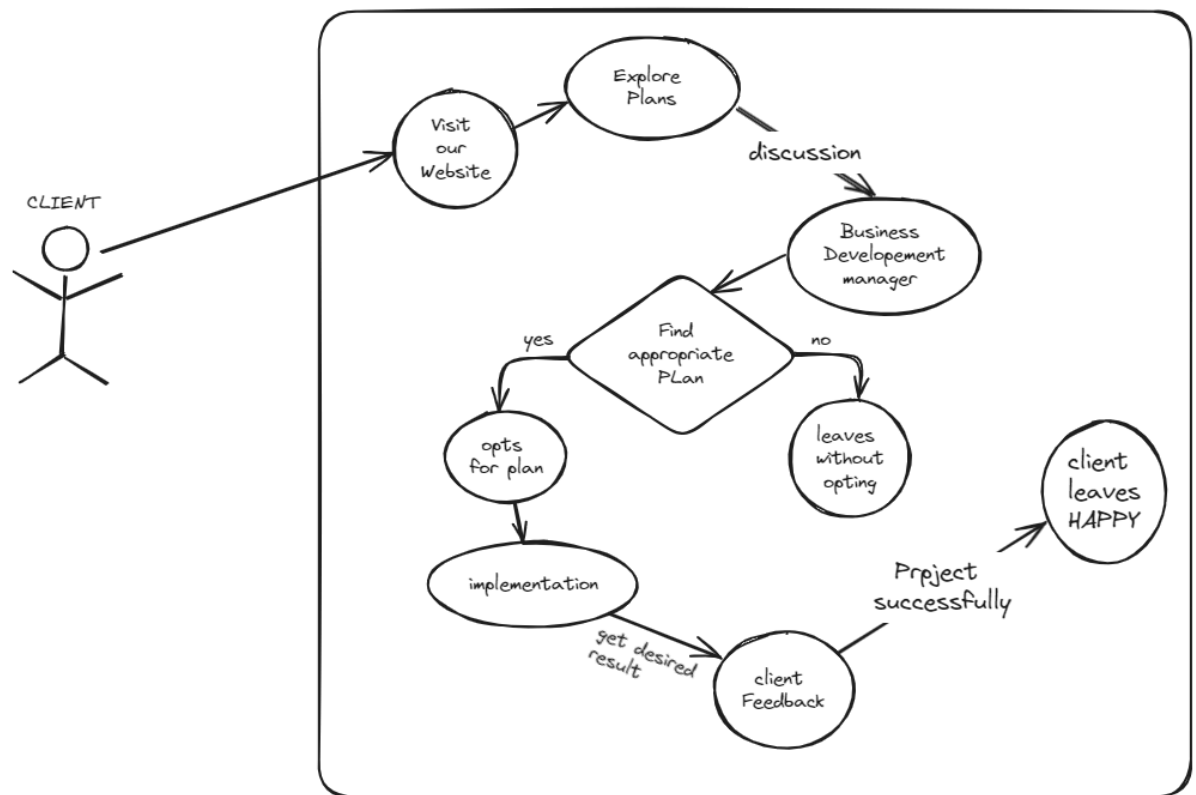


Fig 1.1 - User Story Diagram

User Journey:

Scenario: Akhil seeks digital media solutions to enhance their online presence and engage with their target audience effectively.

1. Research and Discovery:
 - Akhil begins researching digital media service providers to find a solution that meets their needs.
2. Exploration of Services:
 - Akhil explores your organization's offerings, discovering the range of services available, including Talent Management, Video Production, Social Media Management, and Influencer Marketing.
3. Consultation and Planning:

- Akhil schedules a consultation with your team to discuss their goals and requirements, seeking guidance on developing a tailored digital strategy.
- Akhil now takes a plan according to this need either social media, video creation , or web development.
- If any of the plans are not suitable for him , he does not book them and leaves.

4. Implementation and Execution:

- Your team executes the agreed-upon strategy, handling talent acquisition, video production, social media management, and influencer collaborations on Akhil's behalf.
- Various team work upon the agreed strategy including technical , sales and marketing team.

5. Monitoring and Feedback:

- Akhil receives regular updates on campaign performance and provides feedback to your team, ensuring alignment with their objectives.
- Throughout this phase, stakeholders from both the client side and your organization, such as account managers and data analysts, collaborate to analyze campaign data and gather feedback from Akhil, fostering continuous improvement and alignment with his objectives.

6. Optimization and Results:

- Your team analyzes campaign data, making adjustments as necessary to optimize performance and achieve the desired results.

7. Continued Collaboration:

- Satisfied with the outcomes, Akhil continues to work with your organization for ongoing digital media support and future campaigns.