

User Persona for India Water Portal

Name: User

Demographics:

- **Age:** 16-99
- **Gender:** Male/Female
- **Location:** Pan India
- **Occupation:** Any
- **Education:** Any
- **Language Proficiency:** Hindi, English, Regional Languages

Background:

- **Profession:** Works with a non-profit organization focused on water conservation in India.
- **Technical Proficiency:** Comfortable with basic web navigation and content submission tools but not a tech expert.
- **Daily Routine:** Spends time researching water-related issues and working on projects to improve water management.

Goals and Objectives:

1. **Knowledge Sharing:** Wants to contribute their expertise on water management by writing articles and sharing event information on India Water Portal.
2. **Community Engagement:** Interested in connecting with other water enthusiasts and professionals to exchange ideas and collaborate on water conservation projects.
3. **Learning and Awareness:** Aims to stay updated on the latest water conservation strategies and opportunities by accessing a rich repository of user-generated content.

Challenges and Pain Points:

1. **Content Quality:** Concerned about the accuracy and quality of user-contributed content.
2. **User Interface:** Needs an intuitive and easy-to-navigate interface for contributing and accessing content.
3. **Authentication and Access:** Seeks a hassle-free login experience and clear understanding of role-based access and permissions.

Motivations:

- **Passion for Water Conservation:** Deeply committed to making a positive impact on water management and conservation.
- **Community Building:** Desires to be part of a vibrant community of like-minded individuals working towards common goals.
- **Personal Growth:** Interested in learning from others and staying informed about best practices in water conservation.

Preferred Channels:

- **Web Platforms:** Regularly visits specialized portals and forums related to environmental and water issues.
- **Email:** Uses email for receiving updates and notifications about events and content on India Water Portal.
- **Social Media:** Active on LinkedIn and environmental groups on Facebook for networking and information sharing.

Key Features for India Water Portal:

1. **User Contributions:** Ability to easily submit articles, events, and opportunities.
2. **Multilingual Support:** Option to translate content to make it accessible to a broader audience.
3. **Role-Based Access:** Clear definitions and permissions for different types of users (contributors, moderators, administrators).
4. **Community Tools:** Features for user interaction, such as commenting, rating, and sharing content.