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.

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. **Community Tools**: Features for user interaction, such as commenting, rating, and sharing content.