User Personas and Use Cases

JMMPlatform

User Personas

- Amelia (18, Student, Active on TikTok)
  - Interests: TikTok, creating content, participating in online competitions
  - Goals and Needs:
    - Wants to support her favorite creators and stand out in the community.
    - Motivated by the opportunity to win rewards for her contributions.
  - Behavior:
    - Active daily on TikTok, loves engaging in challenges and creating videos.
  - Platform Value for Amelia:
    - Provides an opportunity to actively support creators, develop her skills, and win prizes.

User Personas

- Michał (25, Social Media Manager, Creator)
  - Interests: Creating TikTok content, building a personal brand, motivating fans
  - Goals and Needs:
    - Needs to engage his fans and boost his visibility on TikTok.
    - Seeks creative and interactive ways to promote his work.
  - Behavior:
    - Regularly posts on TikTok, constantly looks for innovative promotional strategies.
  - Platform Value for Michał:
    - A tool to engage fans, strengthen relationships, and enhance popularity.

Use Cases

- First Use Case: Fan Competition

- Michał organizes a contest where fans create videos promoting his latest project.

- **Steps:**

1. Michał creates a competition on the platform and sets up rewards.

2. Amelia and other fans submit their video entries.

3. Michał approves the best videos, which are displayed in a ranking system.

Outcome: The best videos increase Michał's visibility on TikTok, while fans compete for rewards.

Use Cases

- Second Use Case: Fan Engagement Statistics

- Michał tracks fan engagement based on submitted content.

- **Steps:**

1. Michał reviews the statistics of video submissions (views, likes, shares).

2. He identifies the most engaged fans and recognizes their efforts.

Outcome: Michał can reward the most active fans, motivating further engagement.

Use Cases

- Third Use Case: Community Building

- Amelia joins the platform and connects her TikTok account to support Michał.

- **Steps:**

1. Registration on the platform and linking her TikTok account.

2. Amelia participates in challenges created by Michał.

3. Amelia shares her submissions on TikTok, fostering a community around Michał.

Outcome: Amelia feels more connected to Michał's work, and the community grows.