

Users

Nripesh Trivedi

Department of Mathematical Sciences, Indian Institute of Technology, (BHU), Varanasi

In business, it is a very significant question that how to characterize users. In simpler words, what is the way to identify users so that businesses could offer their services more conveniently and relevantly. By conveniently and relevantly, I mean according to the users. This paper answers this question.

Users should be identified based on their behaviour. The behaviour of users is based upon their **likes** and **dislikes**. In everyday life, every decision of a person is based upon his/her **likes** and **dislikes**. This could be verified from [1]. **Likes** are what people do and **dislikes** are what people avoid. Every activity of the person is based upon his/her way of life. We make choices every day. These choices are based upon necessity, requirements and interest. **Likes** and **Dislikes** are not just limited to interest but they are also based upon one's way of life. A farmer prefers healthy food while a software engineer prefers tasty food. This is based upon their way of life.

Therefore, the behaviour of users and thus, users, could be characterized by their **likes** and **dislikes**.

References

1. Dimension of user behaviour. (2024). *International Journal of Scientific Research and Management (IJSRM)*, 12(03), 1095-1095. <https://doi.org/10.18535/ijsrm/v12i03.ec08>