

STRUCTURE AND FEATURES OF USER PROFILE IN DIGITAL TECHNOLOGIES

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Annotation. *In digital technologies, a user profile is a virtual section that allows users to manage their personal information, usage history, and settings. It is widely used in educational platforms to individualize the learning process and enhance its efficiency. The structure of a user profile typically includes a login module, a control panel, personal information, security settings, and service statistics. These elements enable users to use services securely and conveniently, as well as customize settings according to their preferences.*

Key words: *digital technologies, online platforms, interactive, virtual laboratories, software, information, virtual technologies, multimedia, individualization, distance education.*

Introduction.

A personal account is a special section created for users on an online platform or application that allows them to access their personal information, services, or resources. This system enables users to manage their accounts, utilize services, edit, and monitor their data. Personal accounts are widely used in various fields, including e-commerce, banking services, educational platforms, and public services.

In educational platforms, personal accounts are extensively utilized to individualize the learning process and improve its efficiency. A student or teacher can access their schedule, previous educational records, diplomas and certificates, grades and ratings, homework and project results, activities on interactive learning platforms (watching video lessons and completing tests), time spent on educational platforms, topics they focus on, and preferred types of resources (text, video, interactive lessons). They can also manage homework and other educational resources.





The primary purpose of a personal account is to simplify access to user information and services. For example, in online stores, users can track their orders, make payments, and update personal information through their personal accounts.

Personal accounts provide users with a convenient interface, security, and privacy. It is essential to implement various security measures to protect users' personal data. The widespread adoption of this system enhances the efficiency of digital services and simplifies users' daily tasks.




Methodology

A personal account is a digital platform that allows users to manage their accounts, update information, utilize services, and access various resources. Below, we will explore the key features and advantages of this system in more detail.

A personal account is usually equipped with an intuitive and user-friendly interface that makes it easy for users to manage their activities. Its structure typically includes the following main components:

-  **Profile Management:** Users can view and edit their personal information, such as name, address, phone number, and other contact details.
-  **Service Usage:** Through a personal account, users can access and manage services or products they have chosen. For instance, on an online educational platform, users can view their schedules, enroll in courses, or monitor their grades.
-  **Payments and Transactions:** Many personal accounts allow users to make payments, view invoices, and receipts. This feature is particularly convenient for online stores, banking services, and utility payment systems.
-  **Notifications and Alerts:** Personal accounts send notifications to users about important updates, news, or service-related alerts.

Personal accounts offer several benefits to both users and organizations. Below are some of the key advantages:

-  **Convenience and Time-Saving:** Personal accounts eliminate the need for users to contact other services or visit physical locations to manage their accounts. Everything can be done online, saving time and effort.
-  **Improved User Experience:** Personal accounts provide users with quick and easy access to services and information tailored to their needs, significantly enhancing user satisfaction.
-  **Security and Privacy:** Personal accounts typically implement robust security measures, including passwords, two-factor authentication, and data encryption. These ensure the protection of users' personal information and prevent unauthorized access.

Results and Discussion

Personal accounts also allow for personalized services and recommendations for users. This enables users to select functions that suit their needs and view only relevant information.

Personal accounts are used in various industries, each offering unique features and capabilities. Below are some examples:

In online stores, personal accounts enable users to track orders, make purchases, process returns or exchanges, view payment history, and manage payment methods.

Personal accounts allow clients to manage their accounts, make payments, view transaction history, and monitor credit or savings accounts. Users can also block cards, set limits, or perform other financial operations through online services.

Students and teachers can access learning materials, view schedules, monitor grades, and manage the

learning process through personal accounts. Online courses and learning platforms also provide opportunities for self-directed learning.

Personal accounts enable citizens to access services such as paying taxes, renewing documents, or applying for social assistance. These services save time for the population and increase the efficiency of public services.

As the use of personal accounts expands, ensuring security is of utmost importance. To protect users' personal and financial information, the following security measures are necessary:

- ❖ **Strong Authentication:** Personal accounts should implement strong passwords and two-factor authentication systems to ensure data protection.
- ❖ **Data Encryption:** Personal and transactional data must be securely stored using encryption technologies. This prevents confidential information from being stolen by third parties.
- ❖ **Data Usage Policies:** Organizations should establish clear rules on how user data is stored and used. They should also provide options for updating and deleting data.

Conclusion

In digital technologies, the user profile serves as one of the essential tools in the educational process. It provides not only students but also teachers with opportunities to organize and manage the learning process effectively. Features such as progress monitoring and security make user profiles a critical element in the digital transformation of education.

Personal accounts create numerous conveniences and opportunities for users across various fields, not just education. They enable users to manage services, update information, and efficiently utilize digital resources. To ensure the successful operation of personal accounts, it is essential to implement strong security measures and provide a user-friendly interface. Personal accounts enhance trust in digital services and cater to users' needs effectively.

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