**Bitácora\_1 28/03/19**

Some days ago, I was searching about the basics of the user research and how does this studies impact on the overall project, and I came across a book call “Designing Interfaces” by Jenifer Tidwell and by my surprise one of the early chapters talk about that topic. The author talks about some key points you need to learn about the user and the more you now about them it gets easier to develop a common behavior pattern, been the key point the following:(keep in mind I’m paraphrasing this)

Goals of the software or site, task needed to do does goals, the words used to describe the task the have to do to achieve does goals, skills needed to use the software and the attitude of the user towards your design.

Those point can’t tell you what your audience wants they just clarify if your software could fit in their lives. The book goes on about the gathering methods you could use and by no surprise the Personas methods appear in them. But the thing that took off hand it was this method is used once you already determinate the major user groups of your software, I was thinking this method it’s uses on the early stages of the project to glance at the possible users, its more just used to capture the most important aspects of experience of certain already predefine user groups.

P.D.

Link of the book: <http://internativa.com.br/mobile/Livro%20-%20Designing%20Interfaces,%202nd%20Edition,%202010.pdf>

Its 50 dollars in the market.