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UsingPersonas

After analyzing our defined Personas, understanding the technique, and generating a scenario for our Persona (Emiliano), our team was able to redesign key elements of the interface.

Emiliano is a 6 year old boy who only uses his tablet for entertainment. Emiliano doesn't usually use a keyboard and uses the voice assistant to search for things he's interested in on YouTube. Emiliano is also easily distracted. Emiliano opens our game and sees a lot of buttons. Despite the rules being written in a list of instructions, he decides he's not interested and closes the instructions to start playing on his own. After a few minutes of trying to play on his own, Emiliano becomes frustrated when he can't move his penguin piece and decides to close the game.

This scenario provides important knowledge for the user interface, as this behavior highlighted a gap between our initial design and the real needs of children. We know that children are easily distracted and, above all, are not interested in pausing to read a list of instructions. This knowledge allowed us to modify the interaction and adopt a more intuitive design. We decided to integrate a guided navigation flow instead of the list of instructions. In addition to the option to close the instructions, we also highlighted each button corresponding to the phase of the game turn to guide the child (Place board -> Roll dice -> Confirm).

The use of Personas stops to be a simple theoretical exercise and became part of the theoretical framework for making design decisions that directly impacted the usability of our prototype. What began as an underutilized tool transformed into an essential resource for creating a user interface focused on the real needs of users.