Personas

Lene Nielsens's template focuses on capturing the following needs: goals, motivations, and weaknesses. In our project, our primary users are children ages 6 to 7. Identifying them is a key step for our design. Our users' goal is to play and strengthen their basic arithmetic skills through a simple addition and subtraction game. Their primary motivation is play. They seek to have fun while strengthening their skills. Their weaknesses are age-related limitations: cognitive abilities, arithmetic skills, easy distraction, or a special condition. Identifying these elements is crucial to designing a program that allows children to easily achieve their goals. The most important thing was to identify their weaknesses. As 6- to 7-year-olds, they can become overwhelmed, bored, or easily distracted. It is very important to keep this in mind, as we must create a design that maintains their interest and is intuitive.

The data we collected was obtained from research by Dr. Rocío Ballote. The research included key information such as age, cognitive ability, educational level, and more. Therefore, we had to analyze and synthesize the data to understand the obstacles they might encounter. Our analysis consisted of creating possible scenarios with the identified usage profiles.

One Persona use was the creation of Emiliano, a 6-year-old boy in second grade in Mérida, Yucatán, with intermediate technological skills. He owns a tablet, and his family consists of his mother, father, and sister. Emiliano only uses his tablet for entertainment and has shown no interest in using technology for learning.

This Persona reflects the personality of our users. We know that most children are more interested in entertainment, which allows us to approach them from an engaging perspective. For example, since Emiliano only uses his tablet for entertainment, we need to include immediate feedback and visual elements to capture his attention.

The impact of this on our project is primarily due to the fact that we don't have access to children to interview them, but we do have enough information to generate Personas. Using this technique allows us to anticipate UI decisions and define quality and usability attributes appropriate for our users.