Josue David Torres Tec

Using Personas

After understand the Personas methodology, especially engaging persona and based on scenario, our team was able to redesign a better interface, an example was the navigation flow. The personas are a dynamic tool and now we can iterate based on emotions like frustration.

This approach helped us move from a generic design to a truly child-centered one. And this was thanks to the process of applying Personas knowledge to our UI design, revealing a fundamental transformation in our approach. What began as an underutilized tool became a powerful foundation for design decisions.