Personas

The focus of personas is key to identify the true necessity of the involve users on the system , especially when we center in the category of needs, because is fundamental understand what are really expecting the different types of users that use the system. Based on the Personas Toolkit, we use the explicit declarations of the users like "I need...", "It cost me...", "Is important for me...", and the frustrations they pass through, the expected results and the restrictions of the environment where they use the system like the law and privacy restrictions. (Nielsen, 2019).

Those items are relevant because allow us the types of needs, like operative (efficiency) and emotional (security to sensible data). To recollect this information we make semi-structured interviews in the real users (the therapists), which allow us capture from direct way the difficulties and expectative they have today. After that, we analyze the information through Affinity Mapping, grouping the needs in common patterns that ease the creation of personas. A concrete example of the impact of this process, was detecting one of the recurrent profile needs, and that was the quick access to the expedient.

This finding allow us to prioritize the navigation and the structure of the expedients, incorporating filters, visual indicators and optimized flows. Also, the propose of the automatization of repetitive tasks.

References

Nielsen, L. (2019). *Personas - User Focused Design*. Springer.
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