

Personas

When creating our personas we focused on the “Familiar with/Anxious about” item on the “Specific goals/needs/attitudes” category because we aim to improve the usability of the form for a certain age range where adults are (not necessarily always) unfamiliarized with digital ways of register or digital technology overall.

We made a user research exercise with a sample of the target users and in the exercise we annotated all the observations of the behaviour related to doing the form or finishing the exercise. With this information we could see how the adults with relatively low familiaritie with technologie were stressed/angered with some parts of the form, provoking that they were not willing to end the exercise or taking too much time for completing it.

With this in mind, when we build our persona we can know how the user feel about technology and we can invest our time in researching and implementing tools/strategies to make feel the users secure and calm when registering with the form.