

## Using Personas

Through the People process, it was possible to better understand who the users of the product are and what their specific needs and wants are in relation to the desired product. This allowed us to design a user interface oriented to their needs and objectives to be achieved within the project.

In our case, with the help of the personas and scenarios, we were able to identify what people want to see in the prototype as:

The economic benefits provided by the school.

The scholarships awarded by the government, as well as the guidelines on how to obtain them.

Likewise, we managed to establish the flow of actions to be carried out so that people can search for information as quickly and intuitively as possible, such as the sections on economic benefits and scholarships.

Ultimately, the use of Personas allows the design process to be focused on the end user, although that does not guarantee the success of the product, but focuses on user problems in order to solve them.