

The article "Personas" from The Encyclopedia of Human-Computer Interaction explains the importance of personas in user-centered design. The article defines personas as fictional characters representing typical users of a product or service, providing insight into their goals, motivations, and behaviors. The authors discuss the benefits of using personas, such as helping design teams understand users' needs, improving communication within the team, and guiding design decisions. The article also describes different types of personas, including primary, secondary, and negative personas, and provides guidance on how to create and use personas effectively. The authors emphasize the importance of conducting research to create accurate and useful personas, and suggest using a variety of methods such as user interviews, surveys, and analytics. Finally, the article concludes with tips on how to incorporate personas into the design process, such as using personas to evaluate design solutions and involving stakeholders in the persona creation process.

The personas that we used didn't have a "several impact" on the structure of the webpage, we want to give them information that sometimes can be "hard" to find and we want to give it to them by putting in an easy and relatable way. We want provide critic information in the easiest possible way.