

## Using Personas

In addition, through the Personas process, it was possible to better understand who the users of the product are and what their specific needs and desires are in relation to the product. This allowed us to design a user interface that is oriented to their needs and easy to use.

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

- The economic benefits provided by the school.
- The scholarships provided by the government as well as guidelines on how to obtain them.

Likewise, we were able to establish an adequate workflow and a clear and coherent information architecture that facilitates the user's navigation in the product.

Ultimately, the use of Personas allowed the design process to focus on the end user, which is key in the UCD process to ensure the usability and success of the product.