

## **Personas**

It is a method for the development of IT systems created in the late 1990s which still does not have a clear definition of everything it covers. There is a common understanding that the persona is a description of a fictitious person, but it is not clear whether this description is based on assumptions or data, and opinions also differ on what the description of the person should cover.

The benefits are considered to range from increasing the focus on users and their needs, to being an effective communication tool, having a direct influence on design, such as leading to better design decisions, and defining the feature set of the product (Cooper , 1999; Cooper et al., 2007; Grudin & Pruitt, 2002; Long, 2009; Ma & LeRouge, 2007; Miaskiewicz & Kozar, 2011; Pruitt & Adlin, 2006).

The description of a persona is that you do not look at the person as a whole, but rather use the focus area or domain you are working in as a lens to highlight relevant attitudes and the specific context associated with the area of work.

In our project we are using people from the results of the surveys proposed, in the same way we established different scenarios. Undoubtedly, having a firm perspective of a user, its objective, and the environment in which our product is in demand, will help us to focus on making the implemented results more objective.

In the same way we use it strategically since we focus on our future target users.

Undoubtedly, this method will continue to evolve over time, adding more benefits that will help us understand the needs of our target audience and their environment.