**Reflexión 1**

**“Personas Worth… or Waste?”**

**According to the “Personas are the future of Enterprise apps: Lessons learned from Scribe software” article by Forbes, the innate understanding of the customer provided by personas is a currency as valuable as gold itself, and is not hard to realize why this is true. A tailored product wins not only the satisfaction of the user, it also reaches them to an emotional level, because the user doesn’t think “I’m using an app made to be used by everyone, this product is made to be used by me”, and this kind of empathic connection is which makes a customer become a regular user of a product. But, as it was said before, personas value can be compared with gold, and not everybody can afford gold. My main concern about the implementation of this technique is that sometimes the investment in its application may overtake the benefits obtained by the information gathered. Because, as we can remember, personas give us understanding about the customer, but what happens when we can’t afford to create a product thought in every user, even if the information might not be totally ignored the win-loss ratio won’t be as pleasant as expected. That’s why I consider that before implementing a research technique, even if it has been proved to be very effective, the natural restrictions and capabilities of the process must be considered.**