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Using Personas

Creating user personas was a practice that greatly helped us better orient design decisions and prioritize the implementation of certain features, such as comparing different cards and having notifications. This was because we determined, through the personas, that these were key factors in fulfilling our goal of being a tool to assist those who struggle with managing their monthly payment dates. Of course, as part of the reflection, I must clarify that we never replaced real user research and potential user studies with personas; it was a support to know where to begin, another way, so to speak, to express our hypothesis.