Emiliano López Maldonado: Emiliano´s journal.

Using Personas

Alright. We've already seen how personas help us to create, generate, and discover users, or types of users, to give us an idea of what their interaction with our product would be like. ==We also generate profiles that indicate who, and how, our potential users are, based on real data, collected, which we bring to "paper". "Et voilà", it turns out that now we understand our audience better. But what do we specifically do with this data? How do we use it?== Once again, I refer to what is my project to exemplify its use. For this project, which is a finance management one, focused on credit cards, we apply part of what the personas kit invites/suggests us to do. We created profiles that allowed us to better understand our audience, based on data, results from a series of surveys. From these profiles, we obtained the following: our potential users are young, aged 18 to 26, who are interested in a tool that replaces the classic pen and paper, or the good old Excel, and, unexpectedly, we found another type of user, perhaps, in terms of numbers, less frequent, the family father who seeks for his child and for himself a tool that allows the young person, who is not really the one who pays all his expenses, to track his purchases and, more importantly for the former, to be able to visualize/track his child's expenses. ==Considering these profiles, we, for example, know that, being an app intended for young people and mostly used by young people, we might not worry so much about what is a login or forms, as young users tend to have almost no difficulties with these, however, it would be imperative that we use graphics, shapes, and colors that appeal to this, our target audience; being more specific, a "wishlist" section in the app, allowing users to indicate what they would like to save per day, month, or week, could be a distinctive feature that is attractive to young people who are, at least, familiar with the concept.==

References

Nielsen, L. (2014, January 1). Personas. Interaction Design Foundation - IxDF. https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/personas