**Alejandro David Ramayo Herrera**

The personas must be the focus of our work since is a result of deeper understanding of the problem.

This method used in UX to generate different profiles of the stakeholders and clients involved in the development of the software or product that its going to be made is very important, since we can get more in context with all the people interested in investing for the product that is made by the UX engineers. Defining this method as Capece (2014) claims “It proposes a new, multidisciplinary, and cross-sectoral methodological approach to meet the specific demands of the largest possible number of individuals, employing boundary user analysis."

The method used specifically in my project was the interviews and the surveys which were the ones that were the most useful in the context of our problem since the users involved are more familiar with these kinds of methods and was easier to make them give us results. The interviews were one by one, and the participants were in an group of age from 18 to 25 approximately since the main users of our product would be young students or adults.

After getting the results, all the developers involved decided to make personas (the method we are discussing) and analyze all the possibilities to make a solution of the problem and was documented so everyone could check the process of working in the team.

Capece, S. (2014). *Diseño centrado en el sujeto:* Unirioja.es. Recuperado de: https://dialnet.unirioja.es/descarga/articulo/5232288.pdf