# Attributes for building our Personas

Country region is to know the dispersion among possible users

Age, gender and income contribute to have an estimate of the specialized sector and the amount they have for their expenses

While the Social class section provides the estimated state of the attitudes and acceptance of innovation to see if people are willing to try the new system that will be incorporated.

The Webographics sections are to get an idea of the use that users make of the internet and the devices they have

Usage goals/needs/attributes are required to recognize the problems and ambitions through the motivations, needs or frustrations that the user has, obtain the problem that the client has and provide a new satisfactory solution, the value that we can contribute

Task context

* to know if our users would use the service regularly or only on special occasions

User’s role

User’s responsabilities

* There would be two types of user, the driver and the passenger and each one has their respective responsibilities
* For example, passengers cannot bring companions.

Benefits sought

* opinions about the quality, speed and other expected characteristics of the service.

User’s preference for interacting with others

* helpful to define rules of coexistence between driver and passenger

Surrounding environment

* Knowledge about the places where usage occurs.
* For example, get an idea of the issues for picking up a passenger in some streets

Security

* Students only

Traceability

Confidentialy /privacy

* what info and actions could be legally recorded to ensure security

Operational risk/safety

Legal

* Getting into a vehicle already entails certain considerations, for example, if an accident occurs, is the driver legally responsible for his passenger?

Trustwhortiness

* confidence

Social-cultural issues

* violence

Documentation

* rules of coexistence, contract of use

Transition issues

* what impact would have to change regular transportation method to this service

Learnability

Satisfaction

* how easy it is for users to use the service and if they feel comfortable

Interaction Characteristic of usage

* It makes reference to specific details about the task.
* It would be extremely useful at the moment of taking decisions about functional and interaction aspects of the product because it refers to aspects related to when and how our persona interact with the product.
* Al these aspects are about how does the interaction happen(Frequency, Regularity, Continuity, Intensity, Timeliness, Predictability, Complexity)
* Who controls the interaction is about what persona or how a persona make the interaction with the product happen

Information Characteristics of Usage

* How specific the information should be to make the interaction happen correctly.