Personas

Personas are profiles for fictional people created from research, which help us understand how different types of users could use the product

Our process for creating the personas:

1. Research
    - Conduct the research for the product
    - Analyse how the whole system operates and discuss ambiguous parts with the client
2. Target audience for the product
    - Gather attributes that provide a broad representation of the product's intended users
    - Significant categories we chose to cover:
        - NDIS Participants
            - Intellectually disability
            - Physical disability
        - NDIS Representatives
            - Family member
        - Admin/Staff
    - We decided to create two personas for each disability type to highlight possible differences between user situations despite their disabilities
3. Draft personas
    - Define background information for each persona
        - Biography + Demographics
            - The personas we create should be diverse in gender, race, age, etc
        - Motivations
            - Underlying reason for achieving the goal
        - Goals
            - Specific outcomes that this person wants to achieve
        - Frustrations
            - Should be closely related to the case
4. Creating the portfolio
    - After the drafts are done, we converted the text into a well-designed template to improve visual appeal