### *Using Personas*

Our team made extensive use of Personas to shape the interface and prototype of our app, keeping real users in mind at every step. We started by creating a Persona called "Paulina", a committed and organized professional who manages the coordination of the Psychology Clinic; she has extensive experience in managing teams and administrative processes, she has developed a comprehensive view of clinical operability. We analyzed Paulina's daily routine, her goals and her frustrations in doing her job. We then designed our prototype screens to fit her needs. We chose simple menus with large icons for better readability. <The most important change in the design of our prototype was to realize how Paulina performs her activities and how we can improve our prototype based on the information we collected, realizing all the different tasks that Paulina needed to manage and coordinate the clinic also showed us new windows or sections in the prototype that we had not agreed upon. Finally, in the future, we will test the prototype with users and collect feedback so that Personas like Paulina would complete tasks faster and feel satisfied. This practical use of Personas helped us move from guesswork to design choices that actually meet the needs of our users.

[1] L. Nielsen, "Personas," in *The Encyclopedia of Human-Computer Interaction, 2nd Ed.*, Aarhus, Denmark: Interaction Design Foundation, 2013. [Online]. Available: https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/personas.