

Personas

Personas are a useful tool that helps us to understand users beyond just their demographic data or anyone else data, for example in our project specifically with the administrative module, we use personas to capture the needs of our users from the point of view in themselves. For this reflection, I focused on the category of “needs”. The Personas Toolkit helped us collect specific data such as the need for a dates management, automated reporting, and a clear easy-to-use interface. These data are relevant because they directly impact on how the administrative staff like Paulina and Gavi interact with the system, ensuring they can perform their tasks efficiently and with confidence thanks to the knowledge about their ideas and feelings.

To identify these needs, we conducted interviews in the clinic of SEAP and analyzed the User Findings document we build. We asked open questions to discover the challenges and requirements of each user group, then, using analysis about their answers, we collect and understand the data to identify common needs. For example, Paulina shows us the need for immediate and accurate reports that help to manage the dates at the clinic, while Gavi expresses the importance of an interface that feels familiar and not overly complex because she doesn't like the technology for her little experience.

A concrete example of how these needs influence our design is the implementation of a real-time dashboard in the administrative module to manage what happens at the right moment. Paulina's requirement for up-to-date data led us to design a feature that automatically refreshes and displays key performance indicators. This not only improves decision making but also builds trust in the system and trust is something we talked with Gavi about design. Guiding these needs directly, our product becomes more aligned with user expectations, reduces the learning curve, and ultimately increases user satisfaction and that's what we are searching for.

In that way, if we are focusing on the “needs” category in our Personas, we ensure that our design decisions are guide by a deep understanding of what our users truly require. This approach not only enhances the system's functionality but also improves the experience, making it easier for users to adapt to the digital transition.

Reference:

Laubheimer, P. (15 de mayo de 2022). *Personas vs. Archetypes*. Nielsen Norman Group. Recuperado el 31 de marzo de 2025, de <https://www.nngroup.com/articles/personas-archetypes/>