

## **Personas**

In our project, we use Personas to better understand our key users. We focus on the category of needs. In redesigning our system, we focused especially on user wants and requirements. These elements are important because they help us to know what users really need from our product [1].

The most important thing here is that understanding user needs helped our team to design a better product. We collected these needs using interviews and conversations. We discovered and understood the various stakeholders in the system and observed how users work by performing their processes. This helped us, as a team, to better visualize how we would justify and proceed with a design.

In conclusion, focusing on needs with the Personas tool made our design process more user-centric. It provided us with a guide to make decisions that truly benefit the product and the people who use it.

[1] Interaction Design Foundation. "Personas," in *The Encyclopedia of Human-Computer Interaction (2nd Ed.)*. Available:

<https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/personas>.