Using Personas

When I started working on the prototype, I knew right away that Paulina, the clinic's coordinator, was the Main Persona to focus on. She's in charge of the admin side and wants everything to run correctly with as few mistakes as possible, so in the prototype, I made sure the agenda screen shows a colorful calendar and a notifications box, this box gives her information like how many patients are waiting, which consulting rooms are free, and who's absent.

In the end, I realized that the information Paulina gave us was super helpful in shaping what the prototype needed to show, it was like a guide to make sure we were building something that made sense for her. The goal was to give her the feeling that we really listened and used her information to do the admin side and improve it.

So, the actual result is a prototype that shows Paulina's ideas can work. It gives her that sense of control she's looking for so she can do her job efficiently and with confidence.