

Personas

In the case of our project, since we already know the people or end users, we can gather information about them more easily because we can be specific and direct. There is one person who is skilled with technology, but we have another person who finds it difficult, she is an elderly and prefers to trust on her memory, currently, she can perform multiple tasks correctly and efficiently, but she would like to improve even more her main motivations are to continue offering personalized and appropriate care to patients, improve the exchange of information with clinic patients, and enhance the experience of helping patients, her main goal is to keep the scheduling process without losing the control she currently has. **Something I believe could help us is getting direct feedback from the person, starting with an initial approach where no software is shown**, and instead, she is asked about the processes she usually follow and how she imagine it would be projected onto an electronic device, **after obtaining that information, a prototype could be created based on the feedback with some included features, followed by a second meeting. In this meeting, she would now be asked to perform certain actions** and, while doing so, say out loud what she think she is doing and why, for example, why they select a button or move to a particular area. This way, we can gather as much information as possible to ensure that our person's experience is the best it can be. **I like thinking about this part of the process because it makes us step out of our comfort zone.** In what sense? Well, what may seem very logical and easy for one person might not make much sense to another, and the developer will have to adapt to what the person says because, at the end of the day, the one who will be using it is them, not us.