Well, when we learned about our "personas," one of ==the main things we focused on was that this "persona" is an older adult (between 45 and 54 years old) and is not very familiar with technology.== This "persona" usually works with manual processes, so we decided that the prototype had to be as intuitive as possible.

Since ==we have many selection menus, we didn't want the interface to have only text==, because that can look a bit "boring," and ==we also didn't want to use only images==, because our "persona" might forget what each image means and would have to try several options to find the right one. So, for each menu, ==we added both a representative image and clear, simple text that shows where each menu goes.==

That way, our "persona" helped us see that we needed to make some specific design choices.