Using Personas

When we were building personas on the user research phase, we needed a way to understand our target user base and which problems were presented with our current project with usability for that user base. At the end of the user research phase, we acquired various factors that describe us in which components were lacking some usability quality.

We detected how the target user base (people of 55 to 65 years old) had problems with the register form on the CURP, email and cellphone inputs and the interactive map for the location. Knowing these factors, we could start to generate prototypes focused on these components, trying to bring to the user easier ways of inserting the data and approaching to a solution that aims to minimize the mistakes that the users make.

Using personas, we could make an evaluation of how the users interact with our system and we could acquire qualitative data that tells us which are the problems on our system. Finally with this information we worked on prototypes that aims to resolve this problems.