Using Personas

We use Personas to understand much better our target users and the problems they may have when interacting with our project and ultimately know what needs to be improved with quality attributes.

An example of how the knowledge retrieved from Personas was used and implemented on our prototype would be to ==focus on certain components that are more important and at the same time cause more problems for our target users== who are between 55 and 65 years old. ==By working with these most problematic points we can facilitate their interaction with users, this by identifying possible solutions so that the completion of the form is achieved correctly==, or at least user errors and problems are reduced.

All of this would be possible by using Personas to do evaluations to collect qualitative data that will tell us the biggest problems and be able to solve them.