Using personas

The usage of personas following the HCI technique involved getting to know our users through initial research to emphasize with them.

This allowed us to create accurate profiles for them in order to group and describe the specific individuals we would be working with and aiming to satisfy through the design process and identification of the problems they faced with the sign-up system and interfaces.

To achieve this, we first had to consider the information gathered from the personas and initial user research to consider the UI and prototypes we will be designing, since any design should be focused to solve the personas issues and abide to their characteristics. For our project, we first realized that our population had some distinct problems with both the proficiency on using technology, as well as the emotional perception received from having to enter sensitive information that they are often not looking forward to giving, as well as not used to giving. This helped us identify root causes for the problems and characteristics we will be looking to solve via our UI components' prototypes. We will be dividing each component into different prototypes, components we learned represent a challenge to our users via the use of personas and profiling them. We will then conduct experiments with subjects that meet the personas profile to perform a series of tests on the different prototypes for us to finally measure the quality attitudes we are looking for.

References:

Personas | The Encyclopedia of Human-Computer Interaction, 2nd Ed. (interaction-design.org)