

Personas

In crafting our personas, we put our attention on the "Familiar with/Anxious about" facet within the "Specific goals/needs/attitudes" category. This approach came from our commitment to improving the usability of the registration form for a specific age demographic, where adults may not be familiar with digital registration processes or digital technology in general.

During our user research exercise involving a sample of our target users, we documented all behavioral observations belonging to form completion or exercise completion. Through this process, we gained valuable insights into the experiences of adults with relatively limited familiarity with technology. Our findings revealed that certain aspects of the form elicited stress and frustration among this demographic, leading to refusal to complete the exercise or causing undue delays in its completion.

Considering these insights, when constructing our personas, we can accurately gauge users' sentiments toward technology. Armed with this understanding, we can strategically allocate our resources toward researching and implementing tools and strategies aimed at providing a sense of security and tranquility among users during the registration process.