

Personas

For the idea of people we selected the users who registered the highest use of the application with a direct proportion between those who used it and the failures or difficulties to finish the specific task to be performed as were the adults between 45 to 55 years old because among the end users it was interesting to realize that those who presented these types of problems were people who have a constant use of technology but at the same time are not fully involved in the knowledge of it.

The elements to measure were the data to specify such as the time it took to take the test, the demographics of the respondents, the age and the applications they tend to use frequently along with feature functions that are implemented in these. What was interesting for us was to realize that while they use these applications they have no idea of the specific functionalities of the features we asked about in the survey such as identifying their property by satellite with the map application to name a few.

As for example in the use of people is that we are focused on a type of user that has a need to complete the task that we as a project are interested in being done successfully and with ease. Identifying the key points that we need to reinforce or change to make the project more attractive and easier was found in the Personas research we did.