

## Using Personas

Provide a specific example of how the knowledge retrieved from Personas was used and implemented on the UI/prototype.

Through the knowledge we got from Personas, we realized that sometimes when we think there is something that is very obvious to us, it is not obvious to other people and vice versa. So when we were creating the UI/prototype, we were basing it on if all the people that the application is intended for could understand the interface (be intuitive), maybe for us as engineers it is easy to handle but for people who have no notion about what is UX or UI, maybe it would be very complicated and different. That's why we based the interfaces on the idea that they should be easy to understand for any kind of public but specially for the people we defined at the beginning of the project.

Lene Nielsen, The Encyclopedia of Human Computer Interaction/Personas Apr. 30, 2024, Available <https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/personas>