Personas

For the category of needs, in our project we needed to know the needs that our users seek to meet when using "the product", so in our "user research" we asked our respondents which were the methods that were easier for them to learn in the best way, In this way we could know how to best apply the user's needs to our project. In one of our personas, the security, comfort or satisfaction they have in finding certain relevant information according to the different types of information sources is also very influential, since we know that not all of us seek information from the same sources. In our People ToolKit we realized that there are different types of people with different needs, but that sometimes those needs are similar to each other. Now, in terms of our survey, most people preferred information in a visual form than in a read form, which gives us a starting point to recognize the types of people that can serve as a source of information for our project. The questions we asked were essential since we wanted to apply the information visually, we wanted to know if this was in agreement with our users.

1. Lene Nielsen, "Personas", The Encyclopedia of Human-Computer Interaction, 2nd Ed. Accessed: Mar. 31, 2024 [Online]. Available: https:www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/personas