

Using Personas

The information in our Personas, (with Persona as defined in [1]), though helpful, is not enough to propose a detailed prototype.

The focal persona “Ernesto Bocadillo” tells us a bit of how he likes to learn: through images and readings, and that he likes to look information in websites like YouTube, we also know that he only has around 20m a day to study and likes to take notes in the form of summaries and mind-maps. This doesn’t indicate a lot of what could be the product, though it tells us what it *can’t* be: It can’t be a course with long lessons. To propose a better prototype, we could get more information about the routines the users follow when they’re studying. For example, if the user says that he likes to study with YouTube videos, it could be useful to know what subjects he is studying and what the user is doing as to study with the video: does he just watch the video? does he take notes on it? What kind of notes do they take? Do they compare the information among videos? We know that our user likes to do diagrams and summaries, but we don’t know if it does them on websites like Wikipedia, or if it does it in general. For the next time we build our personas, it could be useful to consider the other activities the user does while learning.

For example, we did get some better information about the context of use in another Persona (that did not reached the prototype phase) “Ángel Aguilar”: this persona likes to study while on the public transport or while doing other tasks, often not looking at the phone, hence the need to provide clear explanations through audio, not just in the form of a clear, high-quality audio, but also in the descriptions, which have to be interpreted in a way that better communicate complex, often abstract terms without any visual help.

But what can we do with the information we have? We can use one of the techniques proposed in another reflection (LeanUX [2]) which is making assumptions about the user, with the promise of verifying their truth on the process. From the information we have (the user has no time and likes to get information in a fun way), we propose a video game, Duolingo-like, in which the user experiences very quick lessons followed by a fun test. In terms of the UI, we can do the following: present the information during the lesson in the form of a small, explanatory image, next to a piece of text that contains only the most valuable information. This would facilitate the user the activity of notetaking because, instead of having multiple paragraphs, he can focus on bullet points that already have an image, which can help memorization and at the same time serve as inspiration for the mind maps the user likes to do while studying.

Reference

- [1] Lene Nielsen, "Personas," The Encyclopedia of Human-Computer Interaction, 2nd Ed. Accessed: Mar. 26, 2024. [Online]. Available: <https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/personas>
- [2] "A Simple Introduction to Lean UX | IxDF." Accessed: Mar. 12, 2024. [Online]. Available: <https://www.interaction-design.org/literature/article/a-simple-introduction-to-lean-ux>