

Reflection

For the category “Behavior”, our project has two items in the Personas toolkit that were used: Media read and interests/Hobbies. These two are seen on our “2 User Research” under the title “Información requerida”, and they’re the IR12, which talks about the preferred sources of information, and the IR13, in which we question the most used leisure applications of the people. The first one is relevant because, **by knowing why he uses the sources he's used to research, we can provide the same facilities**. The second one is relevant because, **by knowing the ways in which they entertain themselves and the reasons, we can find the patterns between those applications and implement them in a similar way to reduce friction on learning** (An example combining both is provided at the end).

We used Surveys with open and closed questions (2 Data Analysis / Data_Analysis.md/Herramientas). The closed questions help us find the most popular sources and applications. The open questions help us see whether the reasons for the preferences are the same. We summarized the information using empathy maps (2 Data Analysis/User_Research.md), which condenses in a visual way the most important reasons for why people prefer the medium they prefer. We analyzed these two items by finding if the reasons for the preference were alike, which happened to be true. In this case, the reasons the user gave for the preferred source of information and leisure application, were that they were short, entertaining, with varied information, and easy to understand.

For building the Personas, we used the “engaging perspective” [1], in which we try to generate empathy with the users using this information. **The “Interests/Hobbies” item, for example, has the extra benefit to help us humanize the persona. While, at the same time, showing what we are ‘competing’ against, how entertaining our app aims to be so that it seems more appealing than entertainment apps and the user prefers us before them.**

For example, this information could be used to model how to present the lessons to the users. Now that we know that people prefer practical, summarized, and entertaining information, we could provide video lessons, together with summarized diagrams in which they could visualize the information in a single look, in that way, the user could focus on re-checking the diagrams whenever he needs to refresh the information presented. The part of being “entertaining” can be done through a “gamification” of the learning activity, presenting the user different challenges to solve immediately after the lesson, so that he can realize whether he’s learning or not.

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>