

Personas

The category of needs can be selected as an example. The specific elements of the toolset selected for collection are interviews and surveys. These elements are relevant to the project because they allow for direct and indirect information gathering about the needs of students.

Interviews are conversations with users or people related to them, where they are asked questions about their experiences, opinions, desires, and problems. The objective is to understand their motivations, attitudes, and behaviors.

Surveys are questionnaires sent to users or people related to them, where they are asked for demographic data, habits, preferences, and satisfaction. The objective is to obtain quantitative and qualitative information that can be statistically analyzed.

For interviews, we use a script with open-ended questions; for surveys, we used an online form with quantitative and qualitative questions.

Once the data has been collected, it is analyzed and synthesized to create detailed user profiles that represent the Personas. Data analysis and synthesis may include identifying common patterns and themes in the data and creating brief summaries that describe the key attributes and behaviors of each persona.

A specific example of the use and impact of Personas in the product could be creating a persona named Natalia, a student with free time to participate in events that promote social participation/social cohesion. However, we discovered that her need is to improve her socialization with new people. This is what may be causing her to use her free time for other activities that reserve that social interaction.

References:

1. *Personas Make Users Memorable for Product Team Members*. (2015). Nielsen Norman Group. <https://www.nngroup.com/articles/persona/>
2. Arias, J. (2020, February 2). *Personas en UX. Conoce y empatiza con los usuarios - UXABLES / Blog*. UXABLES | Blog. <http://www.uxables.com/investigacion-ux/personas-en-ux-conoce-y-empatiza-con-los-usuarios/>
3. *user profiles, personas technique | Curso de Interacción Persona-Ordenador*. (2014, October 10). Udl.cat. <https://mpiua.invid.udl.cat/perfil-de-usuario-tecnica-personas/>