

**Università degli Studi di Salerno**  
**Dipartimento di Informatica**  
***Corso di Interazione Uomo – Macchina***

# Figma

*Anno Accademico 2022/2023*

# *Cos'è Figma?*

# Figma

Figma è uno strumento di user interface design di tipo collaborativo, che permette di far comunicare più persone all'interno dello stesso progetto.

Fino a qualche anno fa, il concetto di collaborazione all'interno di questi tool era ristretto alla possibilità di commentare i design e poco più.



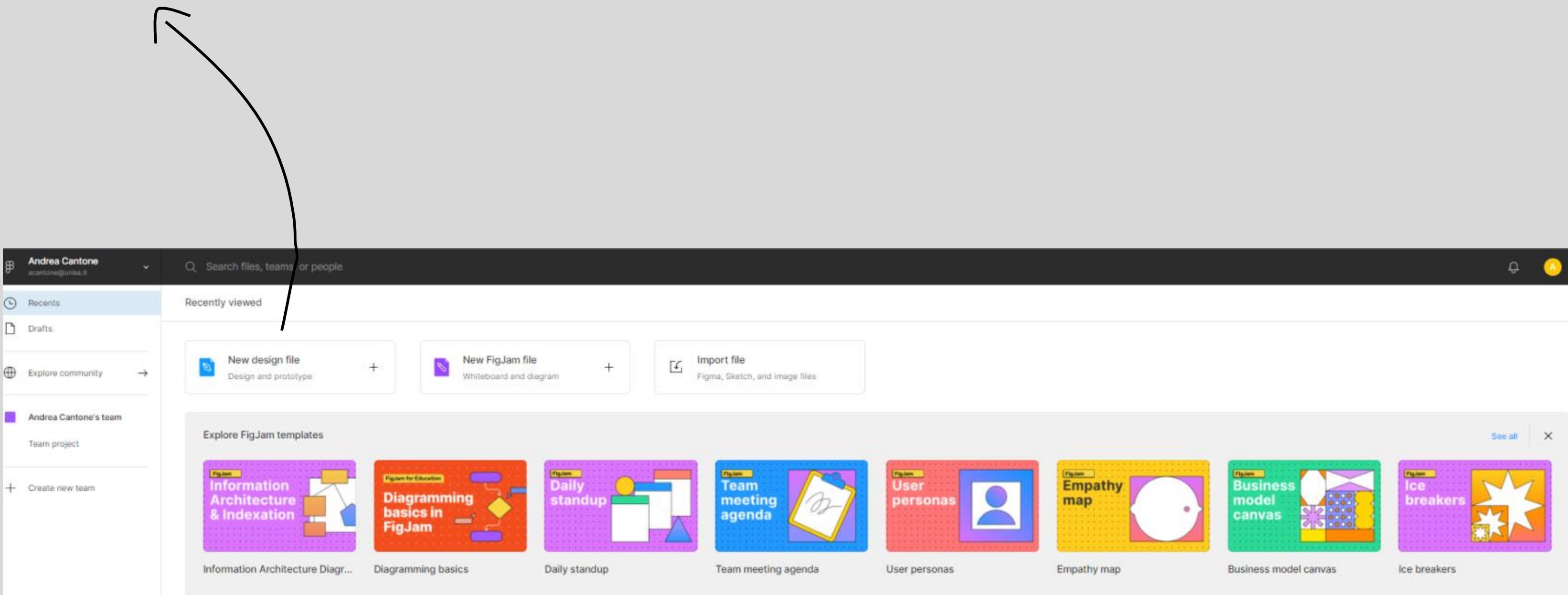
# L'interfaccia

The screenshot shows the Figma interface with the following elements:

- Header:** Displays the user's name (Andrea Cantone) and email (acantone@unisa.it), a search bar ("Search files, teams, or people"), and a notification icon.
- Sidebar:** Includes "Recents" (selected), "Drafts", "Explore community", "Andrea Cantone's team" (Team project), and a "+ Create new team" button.
- Recent Viewed:** Buttons for "New design file", "New FigJam file", and "Import file".
- Explore FigJam templates:** A grid of 8 templates:
  - Information Architecture & Indexation
  - Diagramming basics in FigJam
  - Daily standup
  - Team meeting agenda
  - User personas
  - Empathy map
  - Business model canvas
  - Ice breakers
- File List:** A grid of files:
  - Presentazione (In Team project - Edited yesterday)
  - Presentazione - Page 1 (yesterday)
  - Presentation (In Team project - Edited 3 days ago)
  - Presentation - Page 1 (3 days ago)
  - Andrea Cantone's team library (In Team project - Edited 3 days ago)
  - FigJam basics (In Drafts - Edited 3 days ago)
  - Prototyping in Figma (In Drafts - Edited 3 days ago)
  - Wireframing in Figma (In Drafts - Edited 3 days ago)

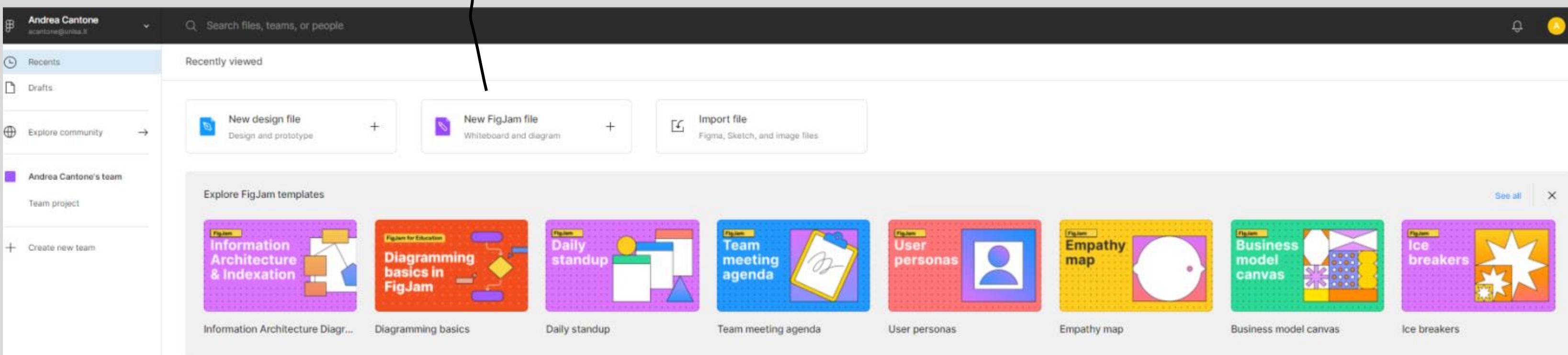
# L'interfaccia

Design file:  
*design and prototype*



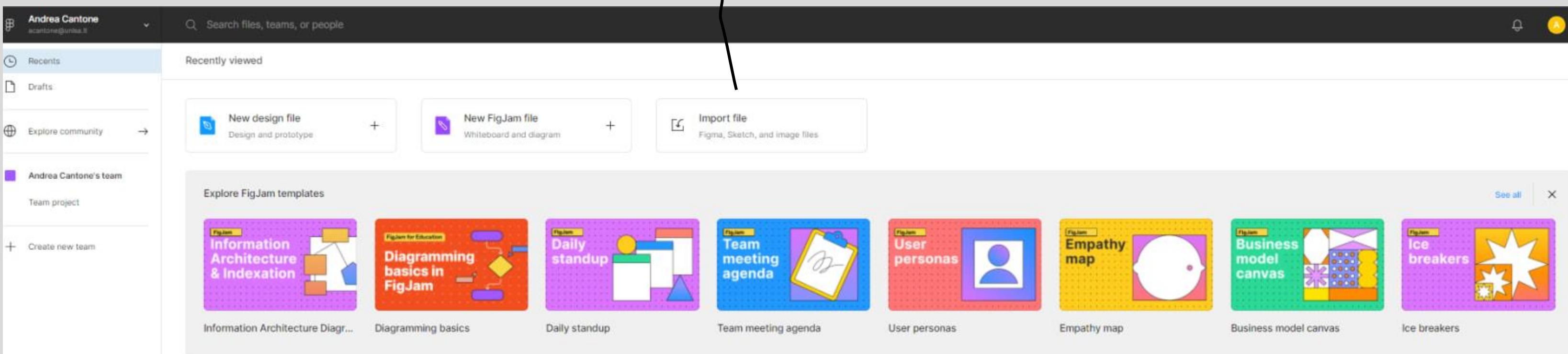
# L'interfaccia

FigJam file:  
*whiteboard and diagram*



# L'interfaccia

Importare file Figma,  
Sketch, ecc...



# *FigJam: whiteboard and diagram*

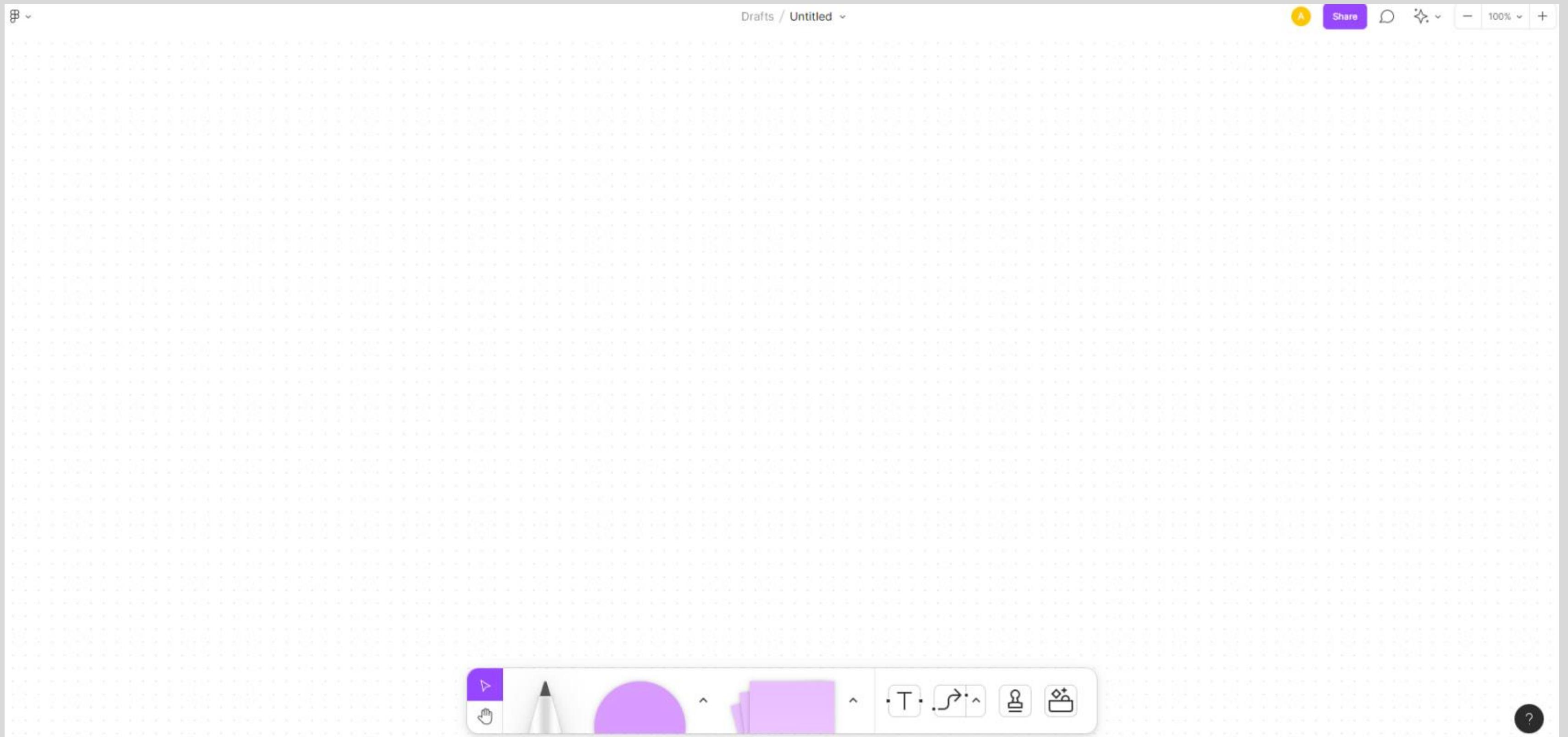
# FigJam

FigJam è uno strumento di lavagna digitale.

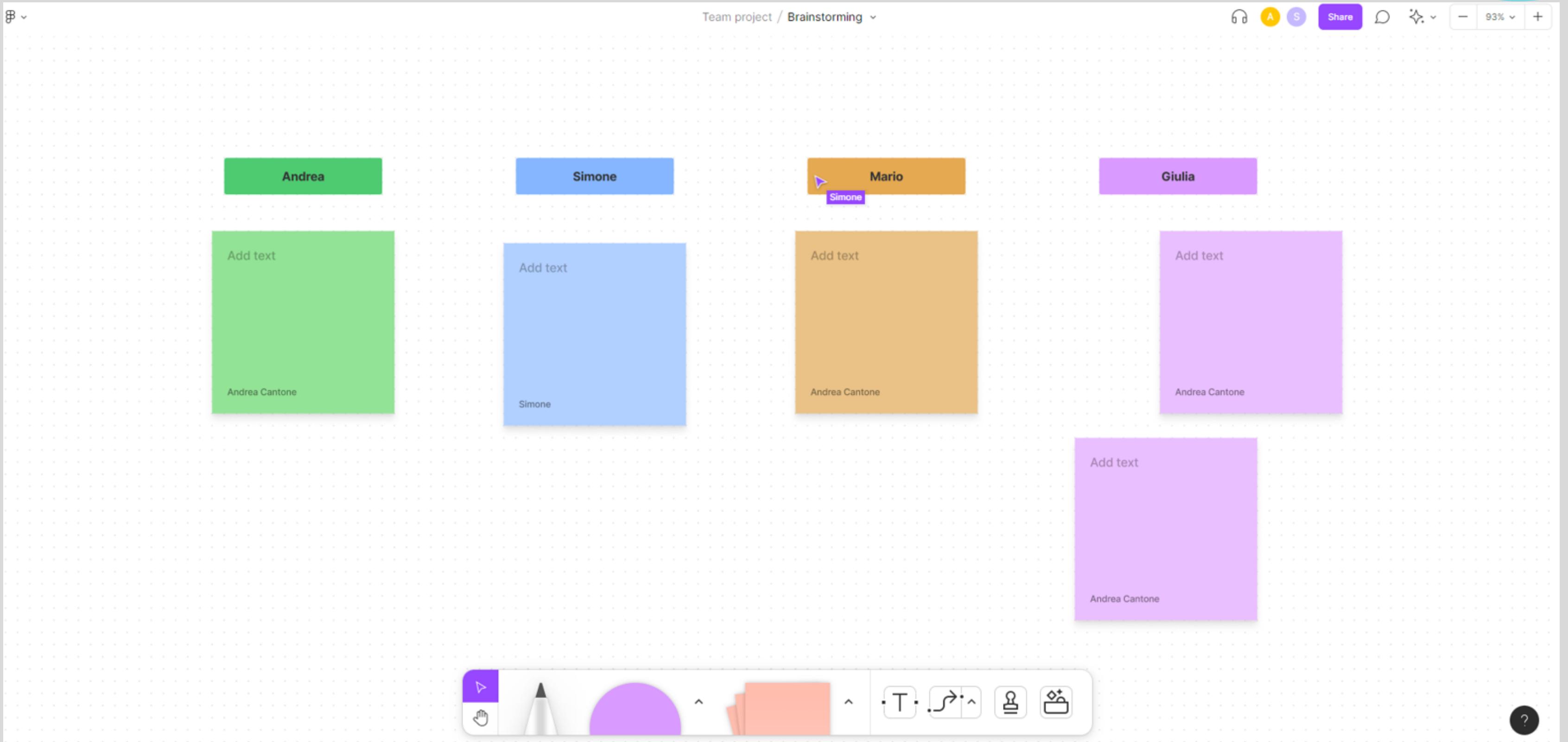
- ▶ aiuta il team a rimanere organizzato
- ▶ aiuta a restare concentrati su ciò che è più importante per andare avanti con il processo
- ▶ fare brainstorming



# FigJam: *Brainstorming*



# FigJam: *Brainstorming*



# FigJam: *Brainstorming*

The screenshot shows a FigJam team project titled "Brainstorming". The interface includes a toolbar at the top with various icons for file operations, sharing, and collaboration. A participant list on the right shows "A" (Anna) and "S" (Simone) with their profile pictures. The main workspace contains four columns of cards, each representing a team member: Anna (green), Antonio (blue), Mario (orange), and Giulia (purple). Each card has a title bar with the member's name and a large central area labeled "Add text". Below each title bar, the member's name is repeated: Andrea Cantone for Anna, Simone for Antonio, Andrea Cantone for Mario, and Andrea Cantone for Giulia. The bottom of the screen features a toolbar with drawing tools like a hand icon, a pencil, a brush, and a selection tool.

Team project / Brainstorming

Share

Leave

Anna

Antonio

Mario

Giulia

Add text

Andrea Cantone

Add text

Simone

Add text

Andrea Cantone

Add text

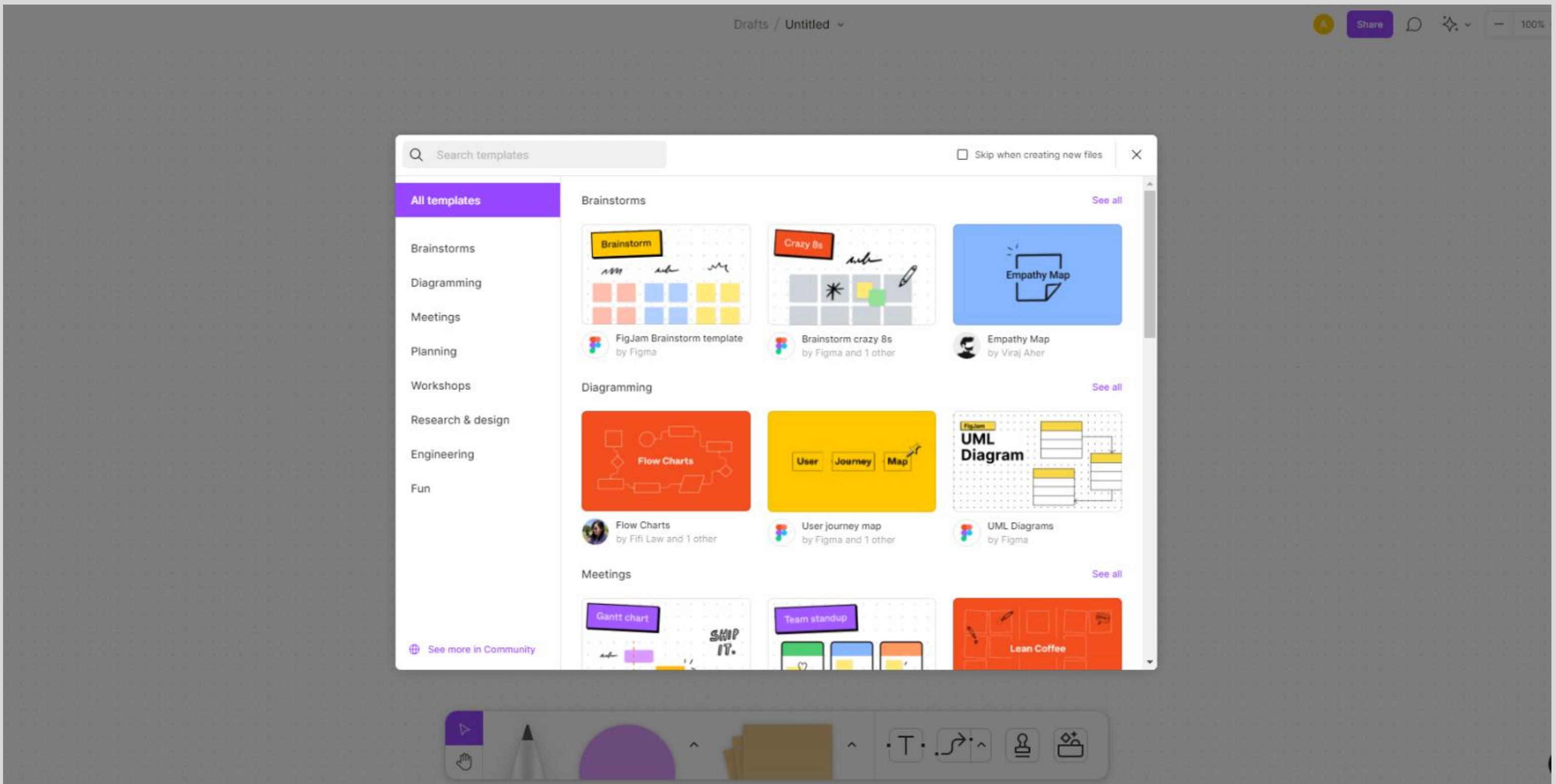
Andrea Cantone

Add text

Andrea Cantone

?

# FigJam: *templates*



# FigJam

Community  Publish A

Explore Plugins Widgets **FigJam** Design systems Wireframes Illustrations Icons Typography Mobile design Web design UI kits

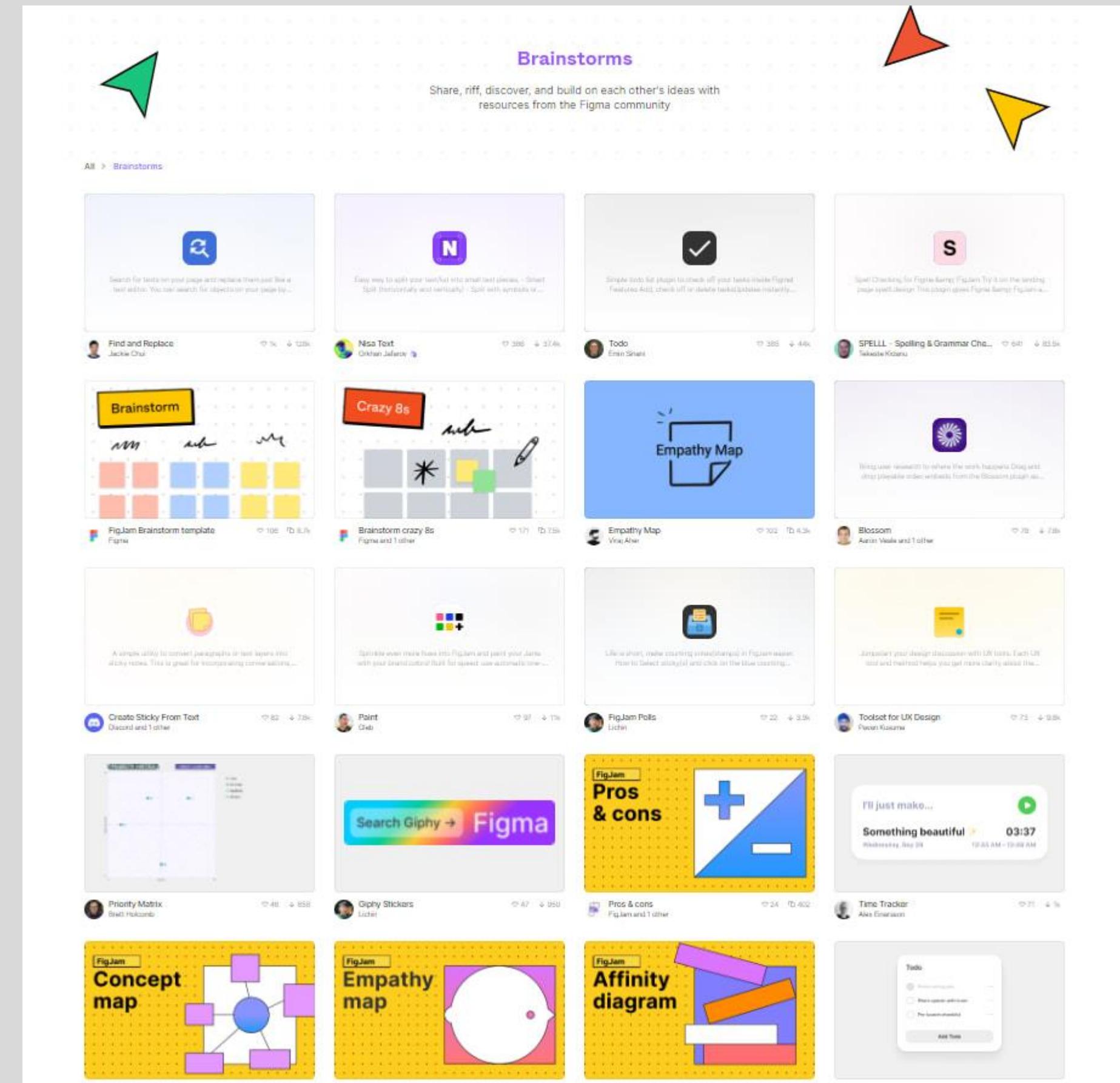
## Say hello to FigJam

Add superpowers to your jam sessions with resources by and for our community

The diagram consists of a large purple circle containing several white rectangular boxes, each with a black border and rounded corners. The boxes are arranged in a roughly circular pattern within the circle. Arrows point from some boxes to others, indicating relationships or flow. The boxes contain the following text:

- Brainstorms (with a green arrow pointing to it)
- Meetings (with a blue speech bubble icon)
- Diagramming (with a yellow diamond icon)
- Fun (with a rainbow icon)
- Workshops
- Planning
- Research & Design
- Engineering

# FigJam



# FigJam: *Brainstorming*

Drafts / Untitled

A Share ⌂ ⌂ 42% +

**Brainstorm**

mm ab mr

Instructions

1. Pick a column and type your name
2. Take 10 minutes to add as many ideas to your column as you can
3. Take turns sharing and clustering similar ideas.

*Pro tip: Use this plugin to convert paragraphs or text layers into sticky notes.*

Participant #1 name	Participant #2 name	Participant #3 name	Participant #4 name	Participant #5 name
Add text				
Add text				

?

# FigJam: *User personas*

The screenshot shows the FigJam User personas template. At the top, there's a red header bar with the FigJam logo and a blue user icon. Below it, a large title "User personas" is displayed next to a purple user icon.

**Get Started:**

- 1. Fill Out User Persona Card:** This section contains a placeholder profile picture for "John Doe" and fields for Age, Occupation, Location, Education, and Status. It also includes a note: "use this user persona template to create a profile on your ideal customer and visualize how your product will work for them."
- 2. More about this persona:** This section contains six empty boxes for notes: **Interests**, **Influences**, **Goals**, **Needs & Expectations**, **Motivations**, and **Pain Points / Frustrations**.

**Personality:**

Introvert	Extrovert
Analytical	Creative
Steady	Risk taker
Honest	Organized
Independent	Team player

At the bottom, there's a toolbar with various drawing and selection tools.

# FigJam: User personas

The image displays three screenshots of the FigJam user persona template interface, showing different sections of the persona profile.

**Left Screenshot: User personas**

- Quick tips:**
  - Toolbar: It's at the bottom of your screen, with icons for text, shapes, and anything you need.
  - Move and Zoom: Holding Spacebar, use the mouse to pan around. Zoom controls are in the top right corner.
  - Work with your team: FigJam lets you work with others. Click the Share button above to invite your team.
- User personas:** Use this user persona template to create a profile on your ideal customer and visualize how your product will work for them.
- How to use this template:**
  - Fill out your persona's basic information – like their name, key details, a short bio and any supporting links.
  - Use the sliders to display their personality traits.
  - With your teammates, dive into your persona's interests, pain points, etc. by placing stickers in the sections.
  - Copy and paste the two main sections and change their colors to create additional personas!
- Explore more templates:** Explore our collection of 300+ FigJam templates by navigating to the templates modal in the top left of your screen.

**Middle Screenshot: Name**

**Name** "Archetype"

- Age
- Occupation
- Location
- More info
- More info

**Bio**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Link 1 Link 2 Link 3

**Right Screenshot: Personality**

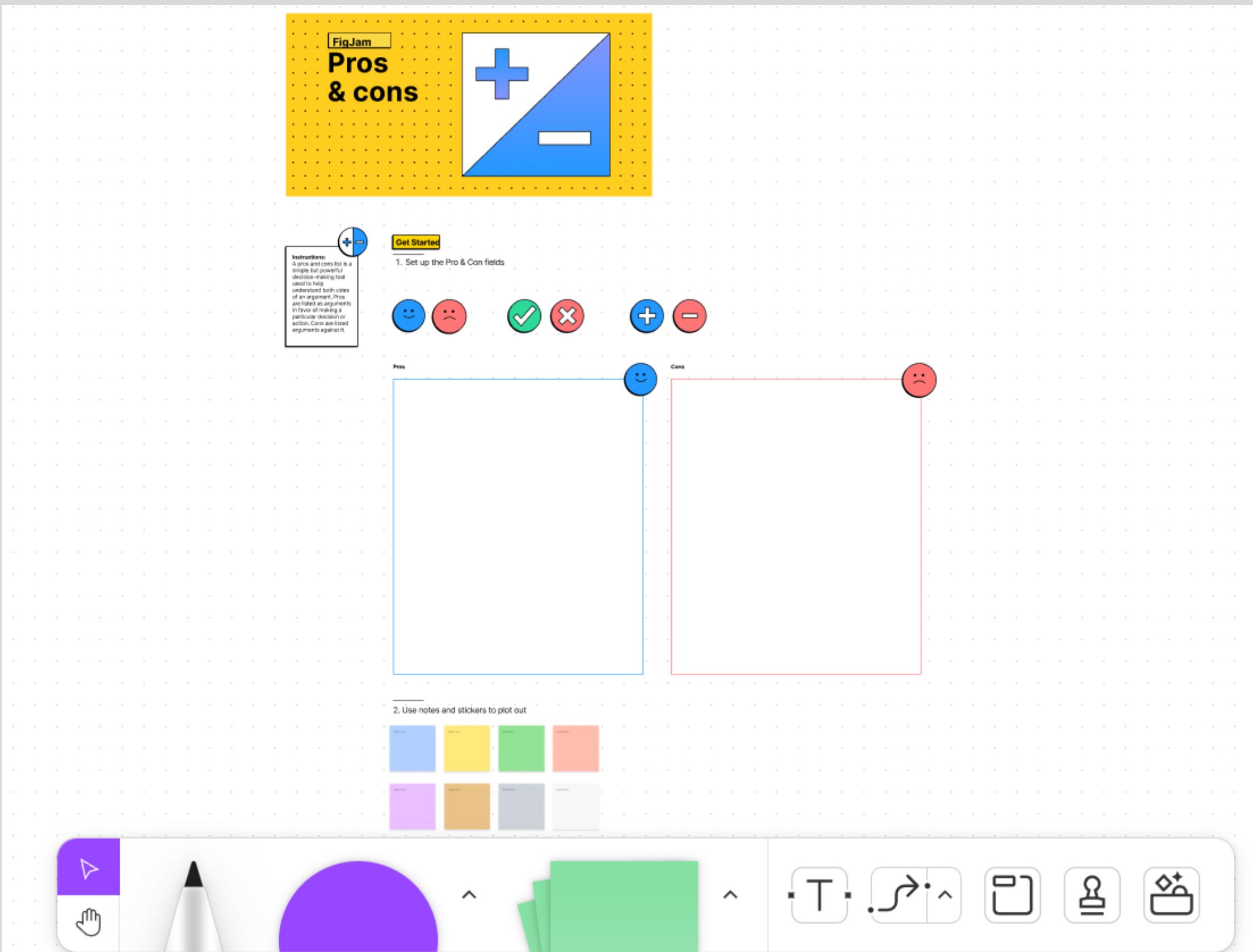
**Personality**

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

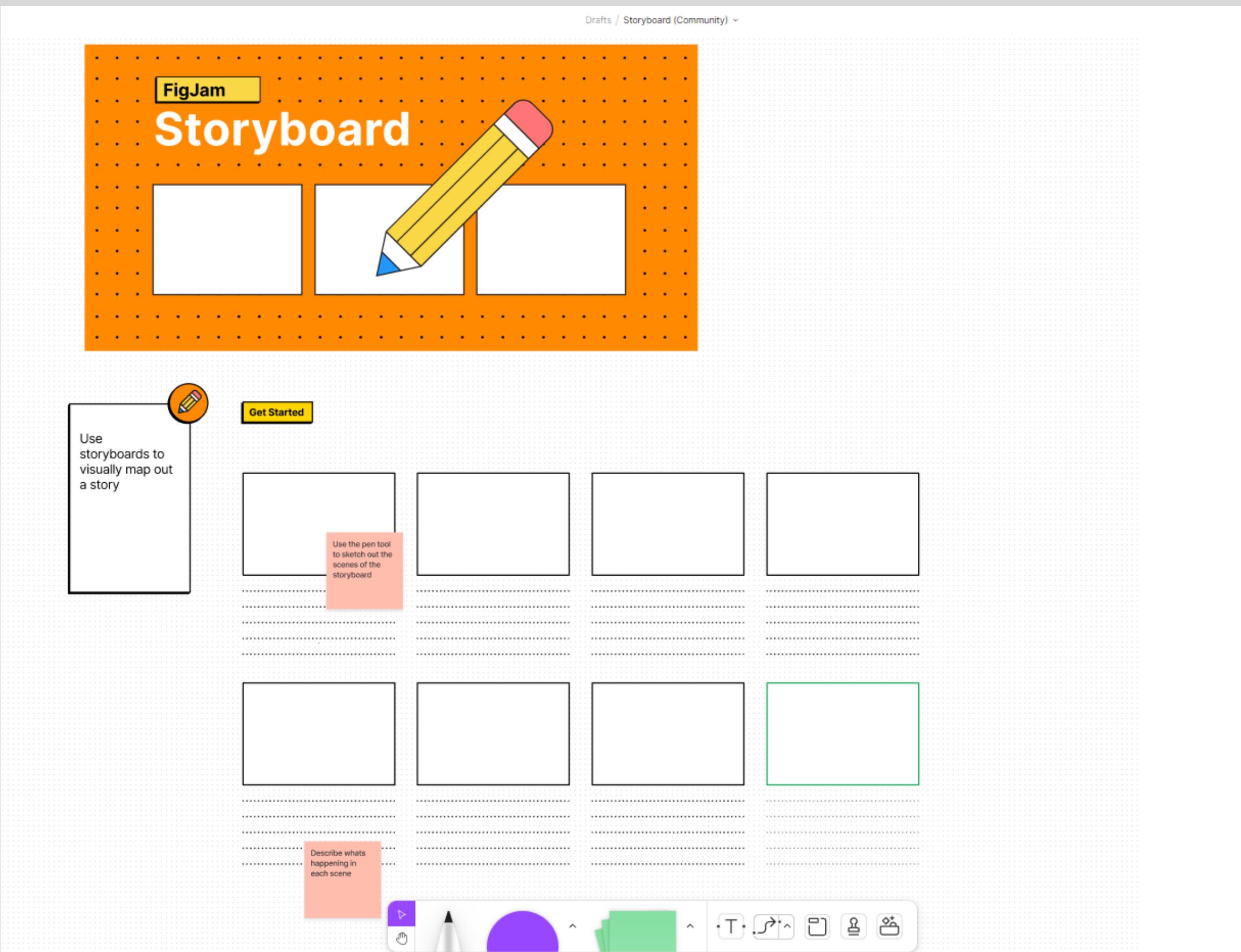
# FigJam: *User interview*

The screenshot shows the FigJam User Interview template. At the top left is a preview board with a grid containing a blue 'Q' card and a yellow 'A' card. Below it is the main title 'User interview'. A descriptive text block explains the purpose of the template: 'Track interviews and user feedback with our editable user interview template. Conduct research on a product or service and learn how to better improve your business strategy.' On the left side, there's a 'Quick tips' section with three items: 'Start with the toolbar' (illustrated with a green toolbar icon), 'Move and zoom' (illustrated with a hand icon and zoom controls), and 'But first: get your team in here' (illustrated with a purple share icon). At the bottom left is a 'Explore more templates' section with a 'FigJam Templates' button. The right side of the interface is divided into two main sections: 'Questions' (blue background) and 'Answers' (yellow background). The 'Questions' section contains three cards labeled 'Question 1', 'Question 2', and 'Question 3'. The 'Answers' section contains three cards labeled 'Answer 1', 'Answer 2', and 'Answer 3', each with a corresponding 'Additional notes and observations' card. A 'Time Tracker' widget is visible at the top right, and a 'Share' button is located at the bottom right.

# FigJam: Pros & cons



# FigJam: *Storyboard*



*Esempio*

# Esempio

Individuare un problema che interessa le attività usuali dei membri della comunità degli studenti universitari.

Eseguire delle interviste e definire una persona.

# User interview

Insert interview name and date here

## User interview

Track interviews and user feedback with our editable user interview template. Conduct research on a product or service and learn how to better improve your business strategy.

### Quick tips

- Start with the toolbar**  
It's at the bottom of your screen, with stickies, stamps, and anything you need.
- Move and zoom**  
Use the hand tool to pan around. Zoom controls are in the top right corner.
- But first: get your team in here**  
FigJam's better with others. Click the Share button above to invite your team.

### Explore more templates

FigJam Templates | 100+ Curated Resources  
Add superpowers to your online white boarding... figma.com

Insert interview name and date here

## Marco Bianchi

September 28, 2022 3:30–3:50pm

### Questions

Provide question you are asking here

Question 1  
Quale mezzo di trasporto utilizzi per recarti all'università?

Question 2  
Dove acquisti i biglietti del pullman?

Question 3  
.....

### Answers

Provide interviewee's answers here along with any behavioral changes or reactions.

Answer 1  
Solitamente il pullman, ma anche l'auto

Answer 2  
Alla biglietteria del terminal a Fisciano oppure in edicola presso la mia città.

Answer 3  
.....

Additional notes and observations

Additional notes and observations

Additional notes and observations

I'm going to do...  
Wednesday, Sep 28 3:42 PM - 3:43 PM 00:04

Insert interview name and date here

## Sara Verdi

September 28, 2022 3:50–4:00am

### Questions

Provide question you are asking here

Question 1  
Quale mezzo di trasporto utilizzi per recarti all'università?

Question 2  
Dove acquisti i biglietti del pullman?

Question 3  
.....

### Answers

Provide interviewee's answers here along with any behavioral changes or reactions.

Answer 1  
Il pullman

Answer 2  
Alla biglietteria dell'università

Answer 3  
.....

Additional notes and observations

Additional notes and observations

Additional notes and observations

I'm going to do...  
Wednesday, Sep 28 3:50 PM - 3:51 PM 00:38

Insert interview name and date here

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September 28, 2022 3:50–4:00am

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Additional notes and observations

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I'm going to do...  
Wednesday, Sep 28 3:50 PM - 3:51 PM 00:38

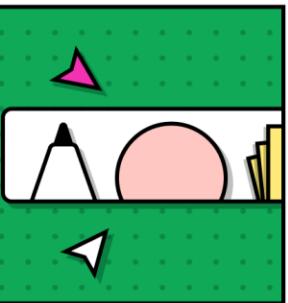
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### Move and zoom

Use the hand tool to pan around. Zoom controls are in the top right corner.



Insert interview name and date here

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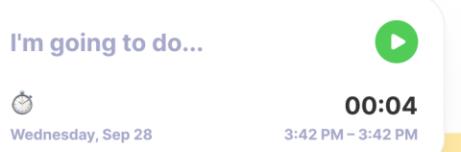
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Question 3  
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Use the Time Tracker widget to keep track of time during interview



### Answers

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Answer 1  
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Additional notes and observations

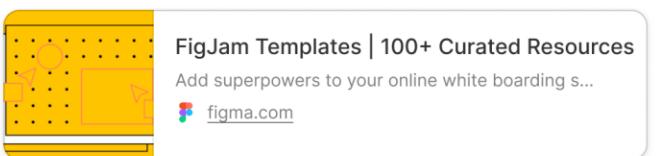
Answer 2  
Alla biglietteria del terminal a Fisciano oppure in edicola presso la mia città.

Additional notes and obseravtions

Answer 3  
.....

Additional notes and obseravtions

# Explore more templates



Insert interview name and date here

Sara Verdi

September 28, 2022 3:50—4:00am

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Provide question you are asking here

Question 1

Quale mezzo di trasporto utilizzi per recarti all'università?

Question 2

Dove acquisti i biglietti del pullman?

Question 3

.....



Add more question and answer cards as needed

Use the Time Tracker widget to keep track of time during interview

I'm going to do...



Wednesday, Sep 28

00:38

3:50 PM – 3:51 PM

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Provide interviewee's answers here along with any behavioral changes or reactions.

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Additional notes and observations

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Additional notes and obseravtions

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Additional notes and obseravtions

# User interview

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[Explore more templates](#)

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- Answer 3  
.....

Use the Time Tracker widget to keep track of time during interview

I'm going to do...  
Wednesday, Sep 28 00:38 3:50 PM – 3:51 PM

# User Persona: Paolo



**FigJam**  
**User personas**

**Get Started**

1. Fill Out User Persona Card(s)

**Bio**

Paolo ha conseguito la Laurea Triennale in Informatica con votazione 105/110. Conosce l'inglese e lo spagnolo; al 3° anno della triennale ha svolto l' Erasmus in Spagna. E' appassionato di tecnologia sin da bambino.

**Paolo Rossi**

**Age:** 24  
**Occupation:** Studente  
**Location:** Napoli  
**Education:** Laurea Triennale in Informatica  
**Status:** Celibe

2. More about this persona

**Personality**

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player

**Interests**

- IT
- Books
- Social Networks
- Mobile Apps

**Brands & Influences**

- Google
- Apple
- Amazon
- Microsoft

**Goals**

- Velocità nell'acquisto del biglietto al terminal bus
- Canali diversi per effettuare l'acquisto di un biglietto

**Needs & Expectations**

- Acquisto facilitato di un biglietto per il pullman

**Motivations**

- Ama la puntualità
- Una buona routine quotidiana lo aiuta a sentirsi meglio

**Pain Points / Frustrations**

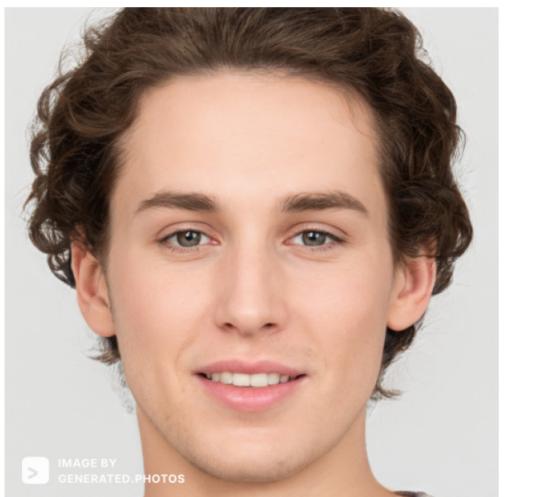
- Lunghe attese per l'acquisto di un biglietto per il bus
- Stress per la possibilità di perdere il bus per rientrare a casa

## Get Started



Use this user persona template to create a profile on your ideal customer and visualize how your product will work for them.

### 1. Fill Out User Persona Card(s)



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- IT
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**Pain Points / Frustrations**

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- Stress per la possibilità di perdere il bus per rientrare a casa

# *II Team*

# II Team

Recents

Drafts

Community

→

▼ Favorite files

Hover over any file and click the star to add it here

▼ Teams

IUM Team

Team project

The screenshot shows a user interface for a team management or collaboration platform. On the left, there's a sidebar with sections for Recents, Drafts, and Community, followed by a separator arrow. Below that is a 'Favorite files' section with a note to add files by hovering and clicking stars. Under 'Teams', the 'IUM Team' is selected, highlighted with a blue background. A 'Team project' card is displayed, showing a preview of a document with various colored sections and the text 'Build your own team library'. Below the card, it says '1 file, updated 2 minutes ago'. The main area has tabs for Projects, Members, and Settings. In the top right, there are buttons for 'New project', 'Invite', and three dots. To the right of the main area, there's an 'About' section with a placeholder for a description, a note about education status, and a 'Members' section listing 'Andrea Cantone (You)' and 'FRANCESCA PERILLO'.

IUM Team

Team

Projects Members Settings

Last modified ▾

Team project

Build your own team library

1 file, updated 2 minutes ago

New project

Invite

...

About

Add a description

This team is for Education users only. New users will be required to verify their Education status. [Learn more...](#)

Members

A Andrea Cantone (You) [Leave](#)

F FRANCESCA PERILLO

?

# II Team

The screenshot shows a user interface for managing teams. On the left, a sidebar lists 'Recents', 'Drafts', 'Community', 'Favorite files' (with a placeholder message), and 'Teams'. Under 'Teams', 'IUM Team' is selected, highlighted with a blue background. Below it are 'Team project' and other unselected team options. The main area displays the 'IUM Team' dashboard. At the top, there's a purple icon with a white 'I', the team name 'IUM Team', and tabs for 'Projects', 'Members', and 'Settings'. A large button on the right says 'New project', 'Invite', and '...'. A red arrow points from the 'New project' button towards the central workspace. The workspace itself is titled 'Team project' and contains a preview of a document with the text 'Build your own team library'. It also shows a star icon indicating '1 file, updated 2 minutes ago'. To the right of the workspace, there's an 'About' section with a graduation cap icon, a note about education users, and a 'Members' section listing 'Andrea Cantone (You)' and 'FRANCESCA PERILLO', each with a 'Leave' link. A question mark icon is located in the bottom right corner.

Recent

Drafts

Community

→

▼ Favorite files

Hover over any file and click the star to add it here

▼ Teams

IUM Team

Team project

IUM Team

Team

Projects Members Settings

Last modified ▾

Team project

Build your own team library

1 file, updated 2 minutes ago

About

Add a description

This team is for Education users only.  
New users will be required to verify their  
Education status. [Learn more...](#)

Members

A Andrea Cantone (You) [Leave](#)

F FRANCESCA PERILLO

?

# II Team

The screenshot shows a user interface for managing a team project. On the left, a sidebar lists 'Recents', 'Drafts', and 'Community'. Under 'Teams', 'IUM Team' is selected, highlighted with a blue bar. A 'Team project' card is visible. The main area shows a 'Create new project' dialog with the title 'Esercitazione' and a note that 'Everyone at IUM Team can edit'. To the right, the 'IUM Team' page is displayed, featuring tabs for 'Projects', 'Members', and 'Settings'. The 'About' section includes a note that the team is for Education users only. The 'Members' section lists 'Andrea Cantone (You)' and 'FRANCESCA PERILLO', each with a 'Leave' link. A large orange decorative shape is positioned at the top left of the page.

IUM Team

Projects Members Settings

About

Add a description

This team is for Education users only.  
New users will be required to verify their  
Education status. [Learn more...](#)

Members

A Andrea Cantone (You) Leave

F FRANCESCA PERILLO

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# Il Team

The screenshot shows a digital workspace interface. On the left, a sidebar lists 'Recents', 'Drafts', 'Community', 'Favorite files' (with a note to add files by hovering and clicking a star), 'Teams' (selected, showing 'IUM Team' and 'Esercitazione'), and 'Team project'. The main area is titled 'Esercitazione' with a yellow star icon. It displays a message that 'Members of IUM Team can edit this project'. Below this, there's a section for 'About' with a placeholder 'Add a description'. A 'Recent contributors' section is also present, stating 'People who have edited this project will appear here.' At the bottom, it says 'This project doesn't have any files.' and 'Create a new file to start from scratch. Or, you can drag and drop Sketch files or Miro boards (as PDFs).'. A 'Share' button and a three-dot menu are in the top right. A question mark icon is in the bottom right corner.

See all IUM Team

## Esercitazione ★

Members of IUM Team can edit this project

Share ...

About

Add a description

Recent contributors

People who have edited this project will appear here.

Files

New design file + Design and prototype

New FigJam file + Whiteboard and diagram

Import file + Bring in files from other tools

Filter: All files Sort: Last modified

This project doesn't have any files.

Create a new file to start from scratch. Or, you can drag and drop Sketch files or Miro boards (as PDFs).

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# Il Team

The screenshot shows a digital workspace interface with a sidebar on the left and a main content area on the right.

**Left Sidebar:**

- Recent files: Recents, Drafts, Community.
- Favorite files: A section where users can add files by hovering over them and clicking a star.
- Teams: A dropdown menu showing IUM Team, Esercitazione (which is selected and highlighted in blue), and Team project.

**Main Content Area:**

The main area displays a project titled "Esercitazione" with a yellow star icon. It indicates that Members of IUM Team can edit this project.

**Files Section:**

- Files: A list of file creation options and import tools.
  - New design file (Design and prototype)
  - New FigJam file (Whiteboard and diagram)
  - Import file (Bring in files from other tools)
- Filter: All files
- Sort: Last modified

A large red arrow points upwards towards the "New FigJam file" option.

**Right Side (Actions and Info):**

- Share and More options buttons.
- About: Add a description.
- Recent contributors: People who have edited this project will appear here.
- Help icon (question mark) in the bottom right corner.

**Bottom Center:**

This project doesn't have any files.  
Create a new file to start from scratch. Or, you can drag and drop Sketch files or Miro boards (as PDFs).

# Il Team

Recent

Drafts

Community →

Favorite files

Hover over any file and click the star to add it here

Teams

IUM Team

Esercitazione

Team project

See all IUM Team

## Esercitazione ★

Members of IUM Team can edit this project

Share ⋮

About

Add a description

Recent contributors

People who have edited this project will appear here.

Files

New design file + Design and prototype

New FigJam file + Whiteboard and diagram

Import file Bring in files from other tools

User Persona Edited 3 minutes ago

Filter: All files ▾ Sort: Last modified ▾

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# *Figma for Education*

# Figma for Education

- ▶ Creare un account Figma utilizzando l'email studenti.

<https://www.figma.com/education/>

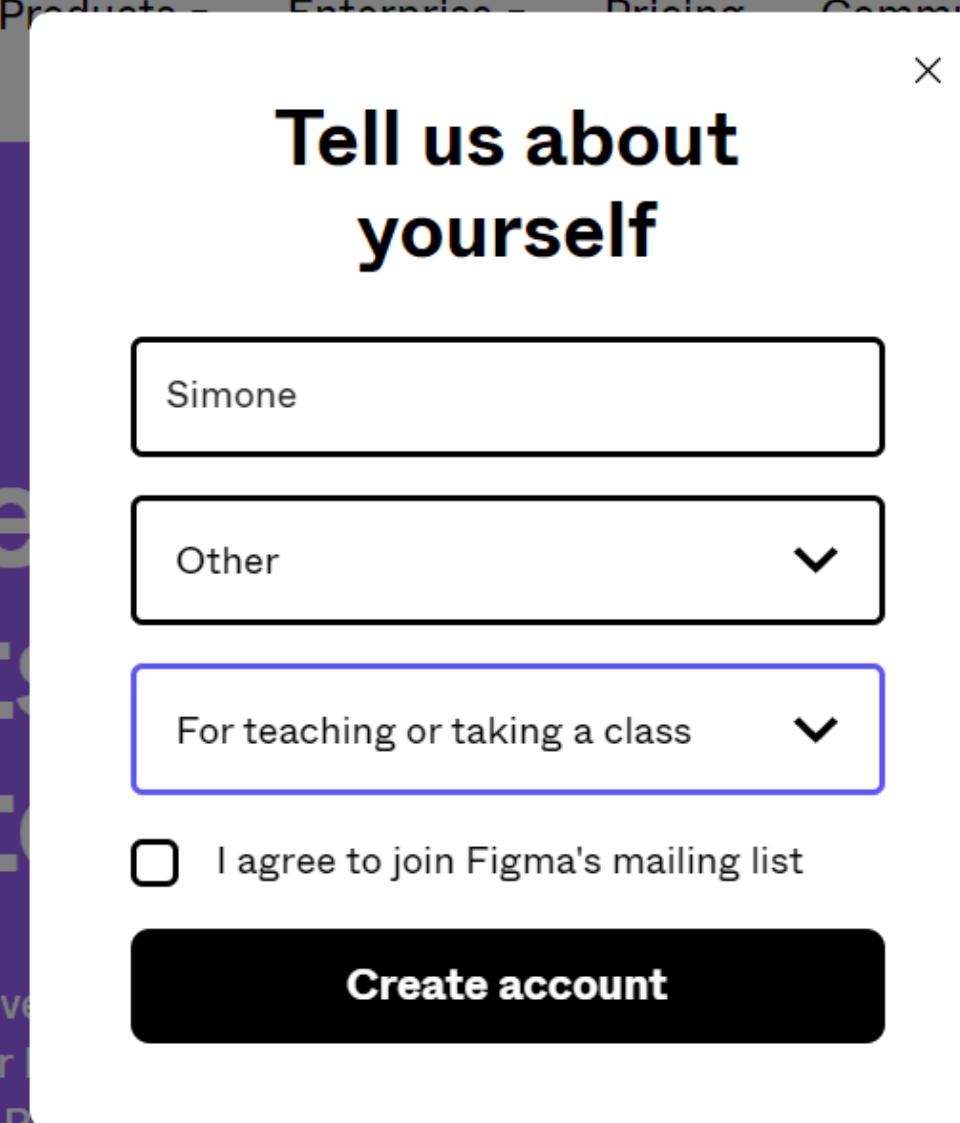
- ▶ Effettuare la verifica per il piano Education.

<https://www.figma.com/education/apply/>

# Figma for Education

- ▶ Dopo che tutti i membri del team hanno effettuato la registrazione a Figma con il piano Education, un membro del team deve inviare un'email a: [acantone@unisa.it](mailto:acantone@unisa.it) e [gvitiello@unisa.it](mailto:gvitiello@unisa.it), inserendo in cc gli altri membri.

# Figma for Education



The image shows a Figma sign-up modal titled "Tell us about yourself". It contains fields for name ("Simone"), gender ("Other"), purpose ("For teaching or taking a class"), and a checkbox for agreeing to join the mailing list. A large "Create account" button is at the bottom. The background features a purple design with a pencil icon, a color palette, and user names like Emily, Priyanka, and Solid.

**Figma is free for students and educators**

Figma's tools are easy to learn and beloved by professionals. Get verified to access our Professional plan and get all of the paid perks of our Professional plan for free.

[Get verified](#) [Join a demo](#)

Products Enterprise Pricing Community Company English Log in Sign up

Simone

Other

For teaching or taking a class

I agree to join Figma's mailing list

Create account

Emily

Solid

Priyanka

100 x 100

Button

Button

This website uses cookies, pixel tags, and local storage for performance, personalization, and marketing purposes. We use our own cookies and some from third parties. Only essential cookies are turned on by default. [Cookies settings](#)

[Do not allow cookies](#)

[Allow all cookies](#)

# Figma for Education

Are you a student or an educator?

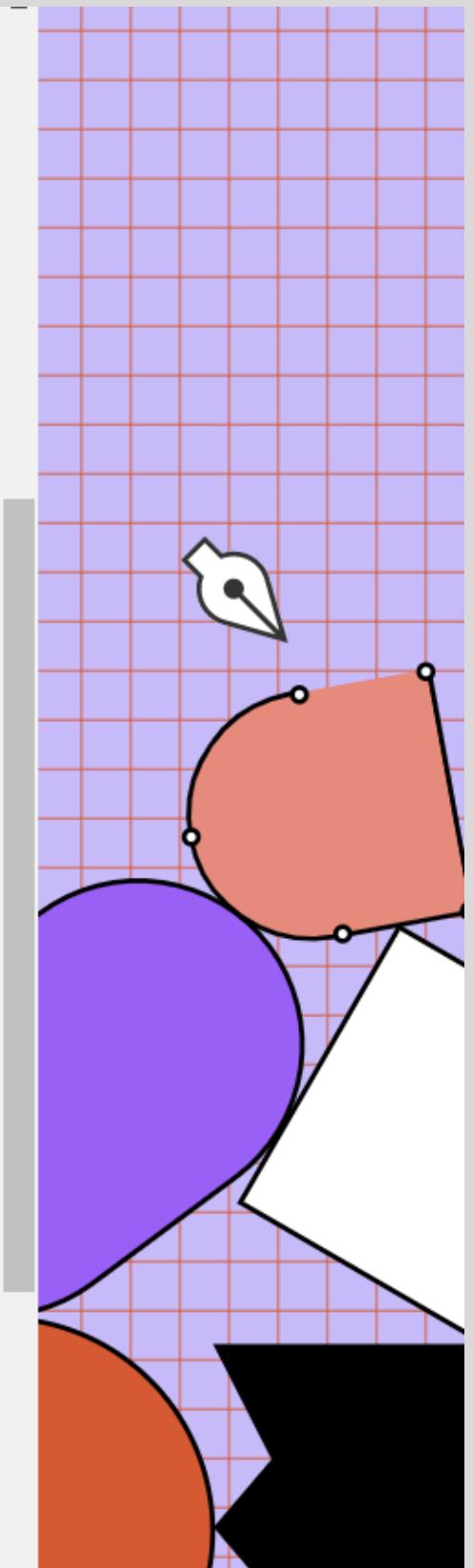
- Student     Educator

Why are you applying for a free Figma Education plan?

What is your school's name?

What is your primary field of study?

Expected graduation date



# Figma for Education

Cancel

① Adjust editors

② Review

## Choose your Figma design and FigJam editors

Unchecked users will still be able to view and comment on files

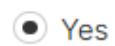
Editors on Team	Figma design	FigJam
	0 USD/editor/mo.	0 USD/editor/mo.
 Simone s.avolicino@studenti.unisa.it	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## Professional plan

Is this an Education team?



No



Yes

1 Figma design editor

0 USD

0 USD × 1 editor × 1 month

1 FigJam editor

0 USD

Subtotal

0 USD

Next: Review

?

# *Esercizio*

# Esercizio

Si vuole costruire un sistema di shopping online per un'azienda di abbigliamento.

Utilizzando i template:

- ▶ Condurre due interviste.
- ▶ Definire 2 personas.

# Fine lezione

