

# Reflexion: Personas

Personas have become a relevant method to design products. Regular methods and techniques for designing products are based on functional features and demographic data of users. However, Personas is focused on providing a deeper understanding of the user based on users' needs, experiences, behaviors and goals. Consider your team's project and based on the Personas Toolkit and Lene Nielsen template (both provided on resources section) choose one category (needs, experiences, behaviors and goals) and explain the following:

- What specific items of the toolkit selected are for collecting? Why are they relevant to your project?
- What was the method to collect the items? What's the method to analyze and synthesize the data for a specific item?
- Describe a specific example of the use of how Personas have an impact or influence on the product.

Personas Chapter from iXDF:

<https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/personas>

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Elaborating on the “Needs” category, the specific items we used from the Personas Toolkit in our team project are:

- User research templates
  - **Relevance:** Used to collect information about users' needs, behaviors, attitudes, and preferences to gain insight into their specific needs and pain points.
- Persona templates
  - **Relevance:** Used to describe the characteristics and needs of our defined user groups (administrator, tutor, student).
- User stories
  - **Relevance:** Used to describe short narratives of the goals and needs of the user. This will help us understand our user's perspective and create designs and features that are more aligned with their needs.
- Scenarios

- **Relevance:** Used to provide detailed descriptions of our user's experience with the system.

The collection method(s) we used to obtain our data were interviews, surveys and observations. To analyze and synthesize the data we obtained we plan on using affinity mappings to organize qualitative data into groups based on common themes. This should allow us to identify patterns and trends in our users' behaviors and preferences.

An example of how Personas may impact or influence our project can be taken from one of the personas we've created; Jose Gonzalez is an 18-year-old sophomore studying computer science. Through our research, we learned that Jose is highly motivated to succeed academically, but struggles with time management and staying organized.

Using Jose's persona, the team has identified a number of design decisions that will make the tutoring system more effective and useful for him. For example:

- We can include a calendar feature that allows Jose to schedule tutoring sessions and set reminders for upcoming assignments and exams. This feature should help Jose stay organized and manage his time more effectively.
- We could also include a progress tracking feature that allows Jose to monitor his progress and see where he needs to focus his efforts in order to improve.
- We also identified the need to provide a range of tutoring options that align with Jose's interests and academic goals, such as advanced programming or data analysis tutoring.
- Finally, we plan on having the system include resources that can help Jose build his skills and knowledge in his specific field of study, such as access to a specialized Wikipedia for the University.

By using Jose's persona as a guide, as a team we can make design decisions that are specifically tailored to his needs, behaviors, motivations, and goals. This will result in a tutoring system that is more effective, and useful for Jose and others like him, and that better supports their academic success.