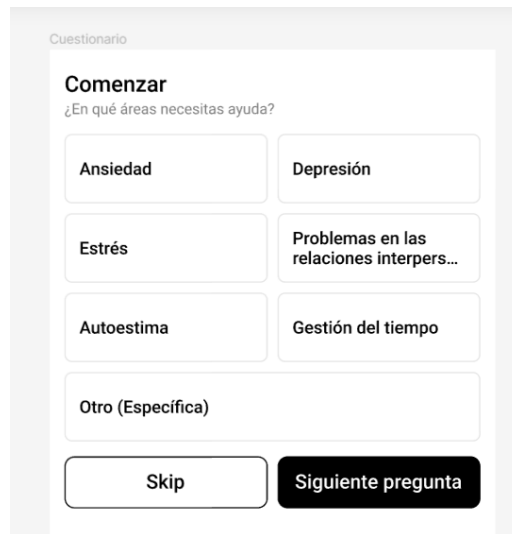


Using Personas

After taking contact with some of our main public, we were able to measure who they are, what they want and what they lack of.

Using our surveys, we took their data and transformed it into a single Persona, an individual who represents our average user, so we as a group we can look after them.

Said this, we could center our efforts and design ideas into what our Persona represents, looking for principally those afflictions our user has, and give space for those who could not be in the main target but still in possible principal attendance.



The image shows a survey form titled "Cuestionario". At the top, there is a "Comenzar" button. Below it, the question "¿En qué áreas necesitas ayuda?" is displayed. The form contains several buttons for selecting areas of need: "Ansiedad", "Depresión", "Estrés", "Problemas en las relaciones interpers...", "Autoestima", "Gestión del tiempo", and "Otro (Específica)". At the bottom, there are two buttons: "Skip" and "Siguiente pregunta".

Even if our Persona is still somewhat weak, it could evolve as our users test these assets in future, also evolving the way we present them our system.