

## Personas

When we talk about people in the context of human-computer interaction, we are mainly referring to what interests us most about our target audience, those attributes that the bulk of our population shares and that our project is responsible for, since said product will have interaction throughout its life cycle.

Regarding our project of an application as a means of interaction between students of the Mathematics Faculty and the psychologists affiliated with it, through a survey we mainly used the most basic as well as significant demographics, which are ages, degree, amenities at the time to schedule appointments and previous experiences on the topic of mental health. This as a way to create a Persona that encompasses what we are responsible for to develop a more friendly and practical UI to make the process as less cumbersome and bearable as possible.

Once we had obtained a desirable number of samples, we set out to recognize and organize data to condense them and form the Persona attached to the project, which represents what our audience is, wants and desires.

Once the artifact is made, we can have a more objective and concrete vision about what our product should be, not only in a functional sense but also in what it should visually and mentally represent for our audience, to reach the greatest number of individuals. and be participants in mitigating the lack of psychological care within the institution.

## Bibliografía

Olsen, G. (30 de March de 2004). *Persona Creation and Usage Toolkit*. Obtenido de Interaction by Design:  
[http://www.interactionbydesign.com/presentations/olsen\\_persona\\_toolkit.pdf](http://www.interactionbydesign.com/presentations/olsen_persona_toolkit.pdf)