

## Using Personas

**The first reflection block considered a Personas reflection. This reflection (2nd block) aims to focus on the process for applying the knowledge obtained of Personas to the UI/prototype. It could be considered as a extended reflection of the previous one.**

**Provide a specific example of how the knowledge retrieved from Personas was used and implemented on the UI/prototype.**

While working on *Indie Project*, we used some personas to understand what people might need from our app. One of them was **Luis**, a super busy event organizer who doesn't have time to be texting musicians all day. So, **we made artist profiles with everything in one place social media**, music links, category so he can check fast and book without problems. Then there's **Santi**, an indie musician who's always trying to get more gigs. **He wants to look professional and not waste time sending messages that nobody answers**. For him, the profile part had to look clean and serious.

And **Valeria**, a music student, helped us realize that not everyone is super pro. She needs something simple that doesn't feel too much. So, we tried to make everything easy to understand and not full of options. Thanks to these personas, **we didn't just design random stuff. We thought more about real people and how they would use the app**. It made the whole process more clear and fun too, and I feel like this helped us take better design decisions, and honestly, it made our prototype more human and useful. I would use personas again in the future.