

Personas

Personas has 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 provide 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 are specifics items of the toolkit selected for collecting? Why are relevant for your project/product?
- What was the method to collect the items? What's the method to analyze and synthetize the data for an specific item?
- Explain a specific example of the use of how it will be the influence or the impact Personas on the product.

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

Well for obtain the needs of the main persona we collect occupation, motivations and the type of usage of internet. Well, this is important to our product to know the specific needs for the main persona, and what are the skills that they have also know what are they expecting to achieve. The data were collected by a survey that was spread to people that the development team knows and musician communities online. Once the data was ready to analyze we send it to an IA tool with a complete context of all the process of the project, that synthetizes and separates the different profiles that we identified.

Well, an example of this is that the product will include a rating panel where you are going to be able to rate and write a review. This feature if we don't have that data probably be with less priority but because the users were asking for, it is much important now.