

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.

Personas Chapter from iXDF:

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

In our project, persona research showed that users want to build trust with both their clients (venue owners, event organizers) and fellow musicians. They repeatedly told us they need clear, credible information before committing to a gig or collaboration.

Recognizing our users need for clear, trustworthy collaboration, we added features that put essential information at everyone's fingertips and clarify each party's expectations, formalizing a process that might otherwise feel informal or uncertain. Now, organizers immediately see a musician's past reviews and availability directly on the event page, while artists can view detailed gig requirements, payment terms, and organizer ratings before they agree to participate. By structuring these details within the platform, we've turned what could be a casual back-and-forth into a transparent, professional workflow that builds confidence on both sides.