

## 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 form iXDF:

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

In our project, we focused on the needs of users to design a more useful platform. We used specific items from the Personas Toolkit, like user frustrations, quotes, and expectations. These helped us go deeper than basic demographic data. For example, we learned that many musicians don't trust venues because of cancellations or unclear payments. This kind of information was very important to define what features our app should have. To collect this data, we used surveys and informal interviews with musicians and event organizers. We asked questions such as "What is the hardest part of finding a gig?" and "What tools do you use to contact musicians?" The open-ended answers gave us insights into real problems and helped us identify patterns.

To analyze the data, we organized answers into categories (money, time, communication, etc.) and looked for common words and feelings, from this, we wrote detailed needs in the Persona sheet—for example, "a system that avoids last-minute cancellations" or "a better way to show experience."

A great example is the Persona of Santi, who represents many indie musicians. His need for visibility and easy access to gigs directly inspired our "musician discovery" feature, which lets employers search by genre, experience, and location.

Using Personas helped us focus on what users really need and feel, not just what we think is good. This method gave us empathy, direction, and a better design process from the start.