

Personas

Personas have 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 providing 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 specific 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 synthesize the data for a 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>

About the toolkit we were interested in the background, occupation, experiences, motivation for being a musician, usage of the internet and more. Those would help to improve the personalization of the project and satisfying the majority of our music loving public.

The method we used was the survey and the results we obtained from the Google forms were analyzed and we also read the open answers to understand what our audience wanted. With the help of an IA tool got the different profiles we needed for our project.

Well, there are many examples of how the personas impact the product. With the different profiles we know what everyone wants, making the profile to have more specific functions depending on which one you choose, satisfying your necessities. For example, if you are a prestige experienced pianist you would want a better check in concerts or hotels and not much in casual events.