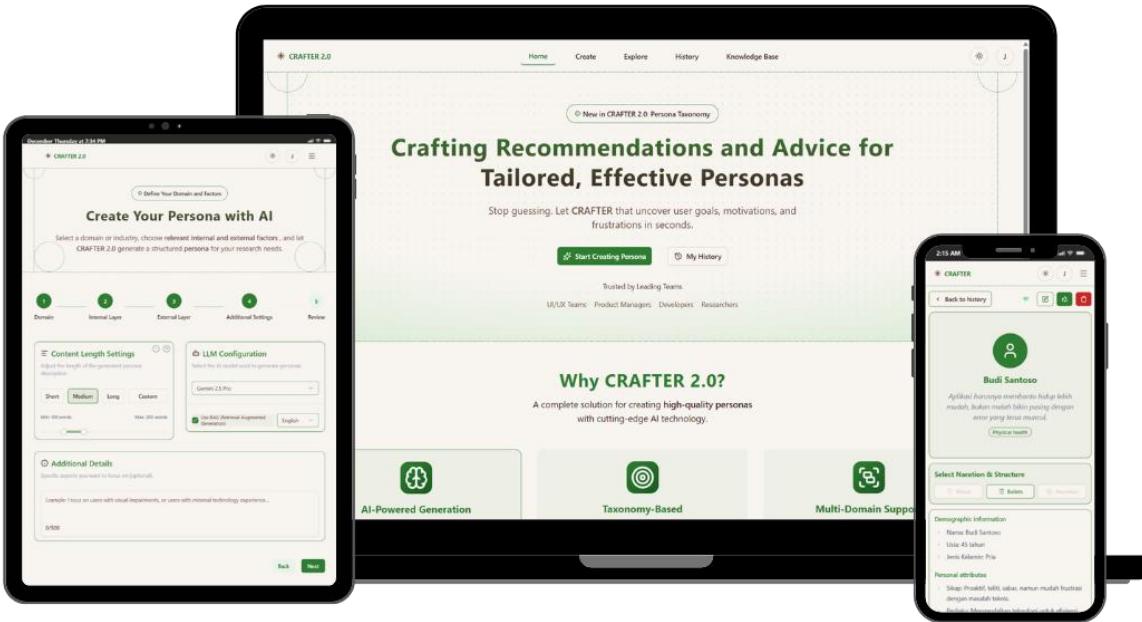


CRAFTER 2.0 Guide



1. Definition of Persona

A persona is a fictional character created by requirements engineers to represent the archetype of an end user of a product or system. Personas are used to help development teams gain a deeper understanding of users' characteristics, needs, goals, and behaviors.

In requirements engineering, personas are utilized at various stages, ranging from elicitation to explore diverse user perspectives, specification to formulate system requirements, and validation to ensure that the designed requirements are truly relevant. By using personas, development teams can build empathy for users and ensure that the developed product aligns with real user preferences and needs.

2. Definition of Persona Taxonomy

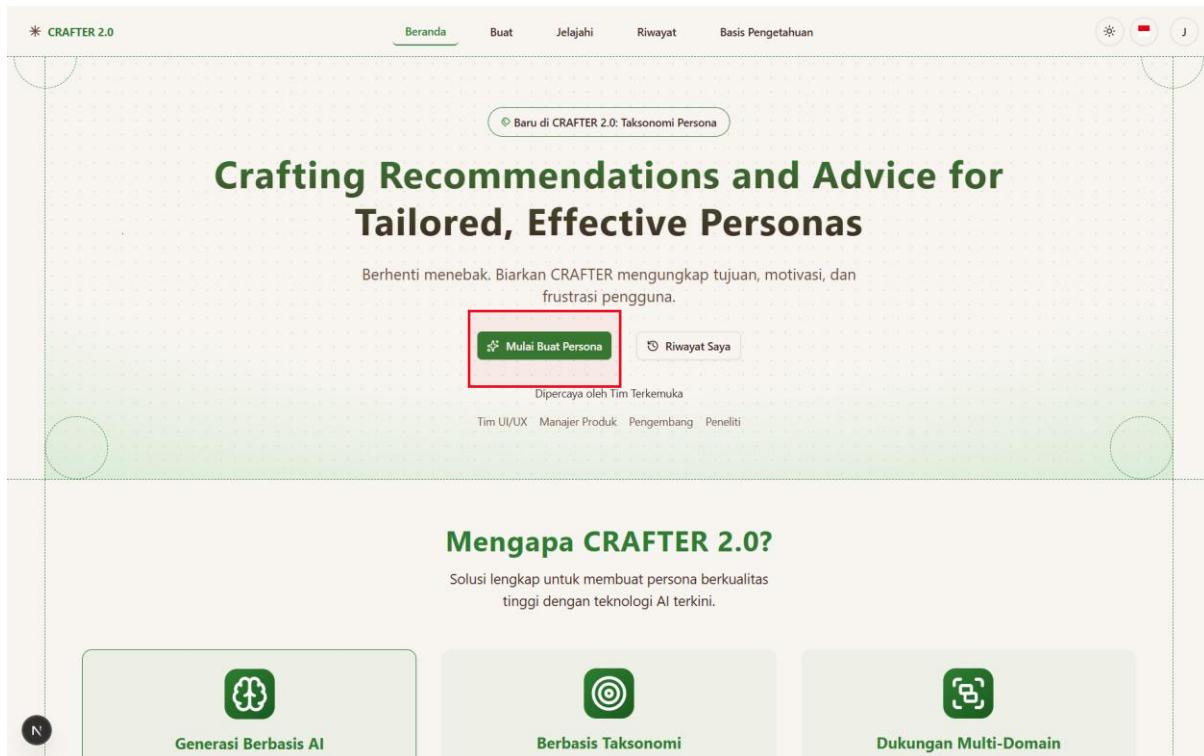
A persona taxonomy is a conceptual framework used to systematically structure user profiles. In CRAFTER 2.0, the persona taxonomy is divided into two main layers: the internal layer and the external layer.

- **Internal layer** includes general background information that is relatively static, such as personal characteristics. This layer covers demographic information (e.g., name and age) and personal attributes (such as attitudes and personality).
- **External layer** contains contextual information that depends on the domain in which the product is used. This layer includes elements such as motivations, goals, concerns (pain points), interactions with technology, employment status, and family environment.

The separation between internal and external layers provides a clear structure and enhances persona reusability. The internal layer can be reused across different projects, while the external layer can be adapted to specific domains or usage contexts.

3. CRAFTER 2.0 Usage Flow

3.1 Initial Access



On the main page, users can immediately create a persona by clicking the **Create Persona** button without logging in. However, to access all available features, users are encouraged to create an account and log in first.

3.2 Persona Creation Stages

The screenshot shows the CRAFTER 2.0 interface with a navigation bar at the top featuring 'Beranda', 'Buat' (highlighted with a red box), 'Jelajahi', 'Riwayat', and 'Basis Pengetahuan'. Below the navigation is a search bar with the placeholder 'Tentukan domain dan faktor'. The main title 'Buat persona Anda dengan AI' is centered above a descriptive text: 'Pilih domain atau industri, tentukan faktor internal dan eksternal yang relevan, dan biarkan CRAFTER 2.0 menghasilkan persona terstruktur untuk kebutuhan riset Anda.' A progress bar at the bottom indicates five stages: 1 Domain (green circle), 2 Internal Layer (light green circle), 3 External Layer (light green circle), 4 Additional Settings (light green circle), and 5 Review (light green circle). The 'Domain' stage is currently active.

1 Domain

Pilih domain atau industri untuk persona yang ingin Anda buat.

Cari... Tambah domain baru... +

<input type="radio"/> Technology for older adults Kunci: technology-for-older-adults	<input type="radio"/> Software development Kunci: software-development	<input type="radio"/> Physical health Kunci: physical-health
<input type="radio"/> Mental health Kunci: mental-health	<input type="radio"/> Education Kunci: education	<input type="radio"/> Sustainable living Kunci: sustainable-living
<input type="radio"/> Technology for children Kunci: technology-for-children	<input type="radio"/> Culture Kunci: culture	<input type="radio"/> Law Kunci: law
<input checked="" type="radio"/> Finance Kunci: finance	<input type="radio"/> Architecture Kunci: architecture	<input type="radio"/> Transportation Kunci: transportation

The persona creation process in CRAFTER 2.0 consists of five main stages:

1. Domain / Scope

This stage defines the boundaries or context of the persona to be generated. The selected domain influences the characteristics and focus of the persona.

The screenshot shows the 'Domain' stage of the persona creation process. A red arrow points to the 'Software development' option, which is highlighted with a green background and a green checkmark icon. The other options listed are 'Technology for older adults', 'Mental health', 'Technology for children', 'Finance', 'Education', 'Culture', 'Architecture', 'Transportation', 'Physical health', 'Sustainable living', and 'Law'. At the bottom of the screen, there are 'Back' and 'Next' buttons.

2. Internal Layer

At this stage, users can select the required internal layers and edit the content of each attribute to match the needs and characteristics of the user being represented.

3. External Layer

This stage is similar to the internal layer but focuses on contextual aspects. Several default external layers are mandatory, although users can add or customize other layers as needed.

4. Additional Settings

Users can configure additional details, such as the length of the persona description, the type of Large Language Model (LLM) used, and other specific settings (e.g., assigning a fixed persona name). This stage also provides a Retrieval-Augmented Generation (RAG) feature, which allows personas to be generated based on supplementary data. Users can upload data through the knowledge base feature so that the generated persona better fits the intended needs and context.



5. Review

Before the persona is generated, users are directed to a review stage to ensure that all settings and persona attributes are correct. Users can proceed or return to previous stages to make adjustments.



3.3 Hasil Pembuatan Persona

After the creation process is complete, the system displays a persona detail page consisting of three main structures. On this page, users can:

- Edit the generated persona, or
- Regenerate the persona to obtain results that better match their needs.

The screenshot shows a persona detail page with the following sections:

- User Profile:** Features a placeholder icon and the name "Budi Santoso". Below it is a quote: "Aplikasi ini sangat membantu saya dan keluarga dalam urusan kesehatan, tapi tolonglah perbaiki masalah logout dan macetnya. Penting sekali di saat darurat!" with a "Physical health" tag.
- Author Information:** Shows the author as "Penulis" Jordi Irawan (Email: jordirwn@gmail.com).
- Quick Info:** Displays creation and update dates: "Dibuat" Sunday, November 23, 2025 and "Diperbarui" Sunday, November 23, 2025.
- Sharing Options:** A "Bagikan Persona" section with a "Privat" toggle switch.
- Download Links:** Two download buttons: "Unduh sebagai PDF (Lengkap)" and "Unduh sebagai JSON (Mentah)".
- Personal attributes:** A list of traits:
 - Pragmatis dalam memilih dan menggunakan aplikasi yang paling efektif.
 - Cenderung mencari solusi cepat dan efisien untuk masalah kesehatan.
 - Tidak sabar terhadap aplikasi yang sering mengalami gangguan atau eror.A note below states: "Meskipun demikian, Budi tetap konsisten menggunakan aplikasi Mobile JKN karena kebutuhan dan manfaat yang diberikannya. Namun, ia berharap ada perbaikan signifikan pada stabilitas dan fungsiionalitas aplikasi."