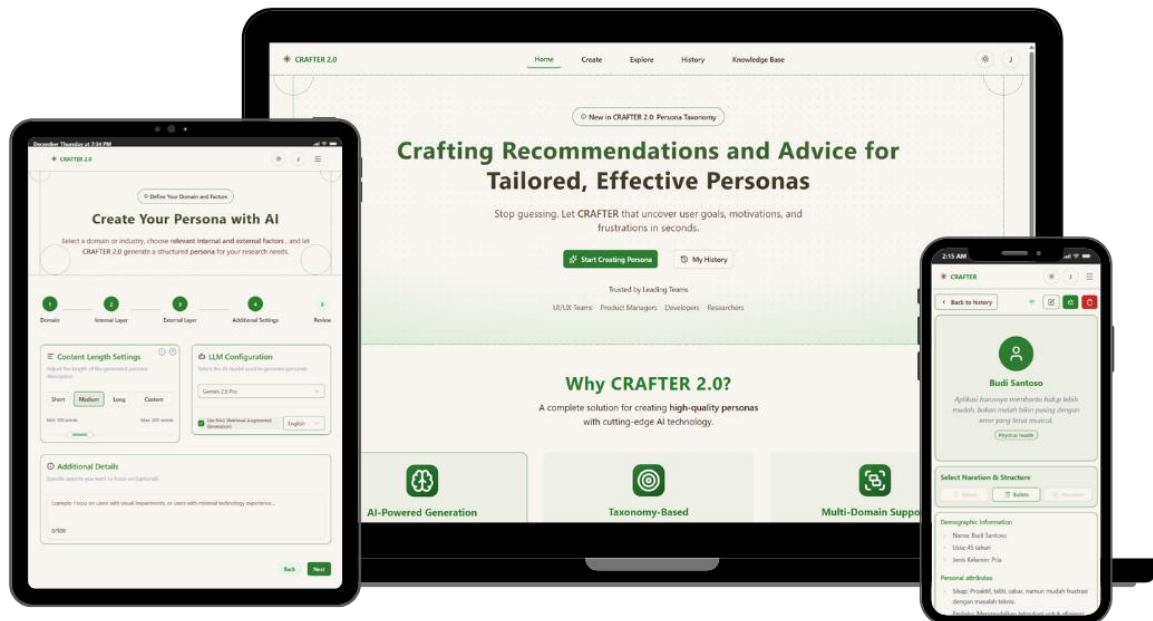


# CRAFTER 2.0 Guide



## 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

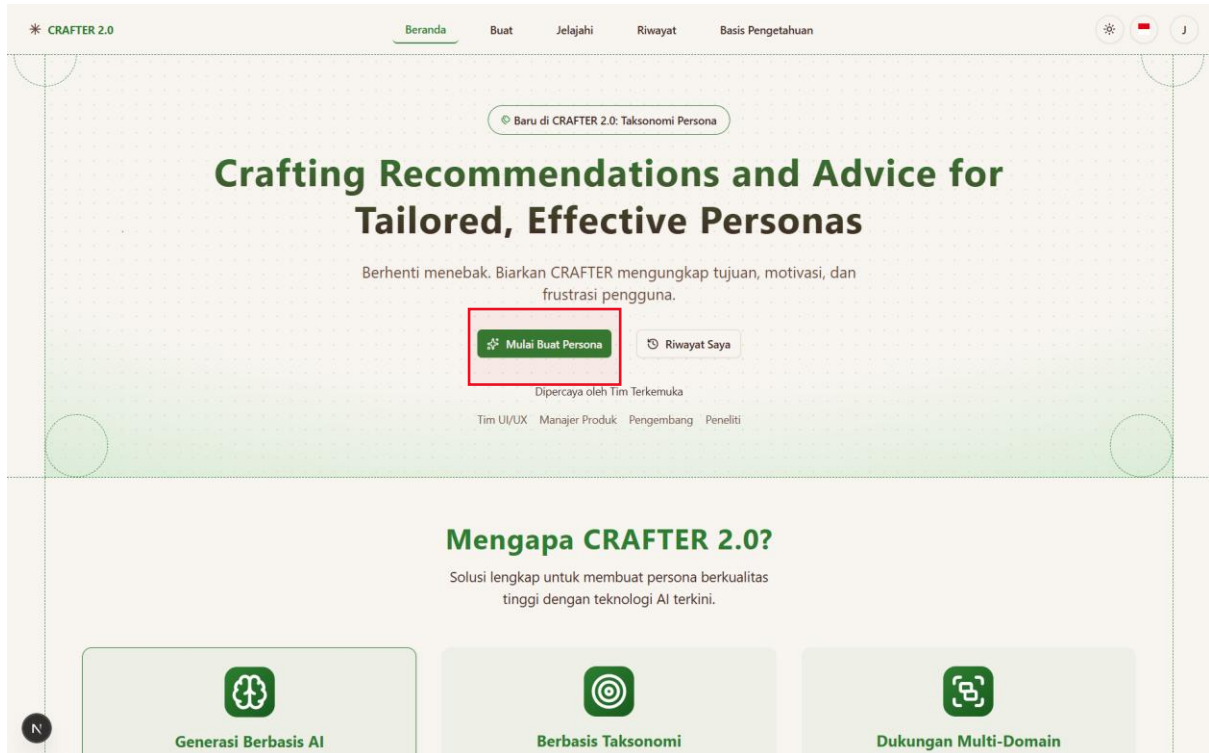
A persona taxonomy is a conceptual framework used to systematically structure user profiles. In CRAFTER 2.0, the persona taxonomy is divided into two main layers: the internal layer and the external layer.

- **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.

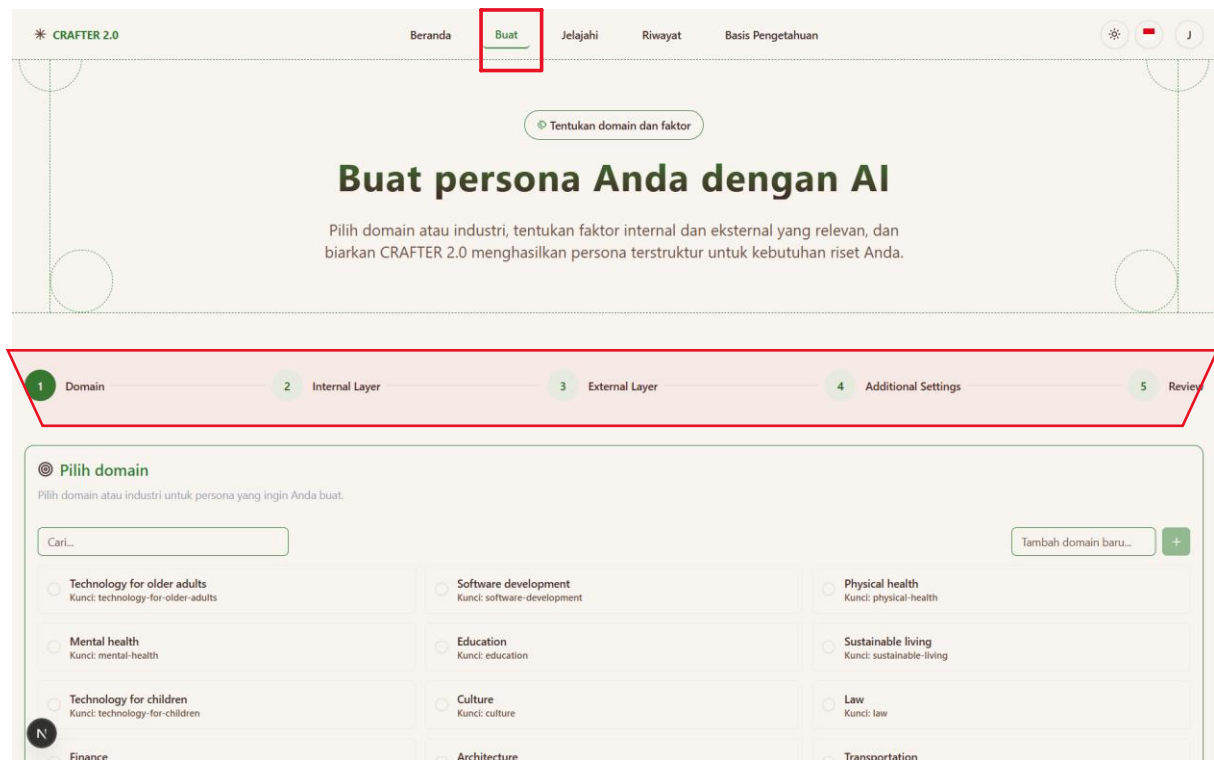
## 3. CRAFTER 2.0 Usage Flow

### 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.

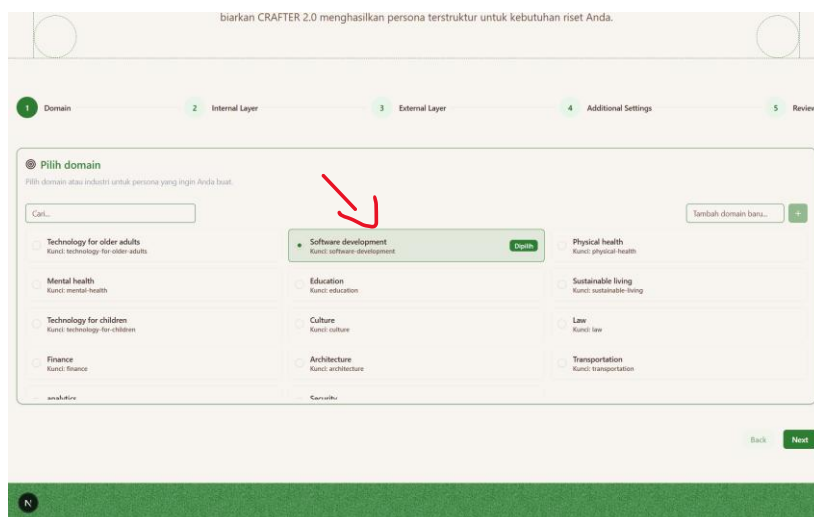
## 3.2 Persona Creation Stages



The 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.



### 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.

### Buat persona Anda dengan AI

Pilih domain atau industri, tentukan faktor internal dan eksternal yang relevan, dan biarkan CRAFTER 2.0 menghasilkan persona terstruktur untuk kebutuhan riset Anda.

1 Domain

2 Internal Layer

3 External Layer

4 Additional Settings

5 Review

Faktor Manusia — Lapisan Internal

Pilih faktor internal yang tersedia. Edit deskripsi sebagai daftar item.

Layer

Carl...

Reset

Personal characteristics

☒ Demographic information

age, name, and gender

☒ Personal attributes

attitude, behaviour, personality, preference, interest, and hobby

☐ Physical well-being

health challenge, health status, and body measurement

☐ Mental well-being

Terpilih

Demographic information

age, name, and gender

Personal attributes

attitude, behaviour, personality...

Detail

Personal attributes

Ketika item deskripsi (pisahkan dengan koma)

attitude

behaviour

personality

preference

interest

and hobby

Tambah item

Tambah

Back

Next

### 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.

### Buat persona Anda dengan AI

Pilih domain atau industri, tentukan faktor internal dan eksternal yang relevan, dan biarkan CRAFTER 2.0 menghasilkan persona terstruktur untuk kebutuhan riset Anda.

1 Domain

2 Internal Layer

3 External Layer

4 Additional Settings

5 Review

Faktor Manusia — Lapisan Eksternal

Pilih faktor eksternal yang tersedia. Edit deskripsi sebagai daftar item.

Layer

Carl...

Reset

Skill, experiential or environmental-influenced characteristics

☒ Personal story

activity, achievement, memorable incident, life experience, and life value

☐ Interaction with technology

ICT usage, ICT literacy, adaptation to technology, possessions of gadgets, and wearable device usage

Group or multiple human characteristics

☐ Work status

occupation, income

Terpilih

Motivation

Primary reasons for using the system

default

Goals

Objectives the user wants to achieve

default

Pain Points

Key challenges & frustrations

default

Personal story

activity, achievement, memorable incident...

Detail

Pain Points (default)

Penjelasan layer (hanya baca).

Key challenges, obstacles, or problems frequently experienced by the persona that need to be solved.

Back

Next

### 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.

The screenshot shows the 'Buat persona Anda dengan AI' (Create your persona with AI) interface, specifically the 'Additional Settings' step (Step 4 of 5). The interface is divided into three main sections:

- Pengaturan Panjang Konten** (Content Length Settings): A section for adjusting the length of the persona description. It includes a dropdown menu with options: Pendek, Sedang, Panjang, and Kustom. Below the dropdown is a slider ranging from 'Min: 100 kata' to 'Maks: 200 kata'.
- Konfigurasi LLM** (LLM Configuration): A section for selecting the Large Language Model (LLM) used for generation. It includes a dropdown menu with 'Gemini 2.5 Flash Lite' selected. Below the dropdown is a checkbox for 'Gunakan RAG (Retrieval-Augmented Generation)' and a language dropdown menu set to 'English'.
- Detail Tambahan** (Additional Details): A section for providing specific details about the persona. It includes a text area for 'Aspek spesifik yang ingin Anda fokuskan (opsional)' (Optional specific aspects you want to focus on) and a character count '0/500'.

At the bottom right, there are 'Back' and 'Next' buttons. Below the main content area, there is a green banner with the text 'Siap untuk Memulai?' (Ready to Start?) and a sub-header 'Bergabunglah dengan ribuan profesional yang sudah menggunakan CRAFTED 2.0 untuk membuat persona berkualitas tinggi.' (Join thousands of professionals who have already used CRAFTED 2.0 to create high-quality personas).

## 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.

The screenshot shows the 'Buat persona Anda dengan AI' (Create your persona with AI) interface, specifically the 'Review' step (Step 5 of 5). The interface is divided into three main sections:

- Tinjau input Anda** (Review your input): A section for reviewing the input data. It includes a sub-header 'Pastikan semua sudah benar sebelum membuat.' (Make sure everything is correct before creating.) and a list of input factors: Domain (Software development), Model (Gemini 2.5 Flash Lite), Bahasa (English), and Catatan (Note: Anda memilih banyak faktor. Proses bisa lebih lama.) (Note: You chose many factors. The process can be longer.).
- Faktor** (Factors): A section for reviewing the factors used for generation. It includes a sub-header 'Internal' and 'Eksternal' and a list of factors: Demographic information, Personal attributes, Motivation, Goals, Pain points, and Personal story.
- Pengaturan Generasi** (Generation Settings): A section for reviewing the generation settings. It includes a sub-header 'Pengaturan Generasi' and a list of settings: Panjang konten (100 - 200 kata), Gunakan RAG (Hijau), and Detail.

At the bottom right, there are 'Back' and 'Buat persona' buttons. Below the main content area, there is a green banner with the text 'Siap untuk Memulai?' (Ready to Start?) and a sub-header 'Bergabunglah dengan ribuan profesional yang sudah menggunakan CRAFTED 2.0 untuk membuat persona berkualitas tinggi.' (Join thousands of professionals who have already used CRAFTED 2.0 to create high-quality personas).

### 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.


[Kembali ke riwayat](#)

Online

Edit Hasil

Regenerasi

Hapus



**Budi Santoso**

"Aplikasi ini sangat membantu saya dan keluarga dalam urusan kesehatan, tapi tolonglah perbaiki masalah logout dan macetnya. Penting sekali di saat darurat!"

Physical health

Pilih Narasi & Struktur

Campuran

Poin-poin

Naratif

Budi Santoso adalah pengguna aplikasi kesehatan digital yang aktif dan bergantung pada teknologi untuk mempermudah akses layanan medis. Dia menghargai inovasi dan efisiensi, namun sering dihadapkan pada kendala teknis yang menghambat pengalamannya.

#### Personal attributes

- 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.

N skipun demikian, Budi tetap konsisten menggunakan aplikasi Mobile JKN karena kebutuhan dan manfaat yang diberikannya. Namun, ia berharap ada perbaikan signifikan pada stabilitas dan fungsionalitas aplikasi.

#### Penulis

**Nama**  
Jordi Irawan

**Email**  
jordinwn@gmail.com

#### Info Cepat

**Dibuat**  
Sunday, November 23, 2025

**Diperbarui**  
Sunday, November 23, 2025

#### Bagikan Persona

Jadikan persona ini dapat diakses publik

**Privat** ☐

#### Unduh Persona

Simpan persona dalam berbagai format

Unduh sebagai PDF (Lengkap) >

Unduh sebagai JSON (Mentah) >