

Using Personas

The use of personas in software development is crucial in creating a useful software product that appeals to the target audience. However, simply gathering information about personas is not enough; it must be applied to development or at least a mockup to create a serviceable software product. While personas and their profiles are important, they are not the software itself.

To create a useful software product, a minimalistic approach should be taken, focusing on providing a serviceable product. This can be a tough decision but necessary to ensure the product is practical for the target audience. Knowing the personas will help with expanding and maintaining the software over time.

Establishing high-level usability requirements that can be tested provides the foundation for a mature approach to managing usability in the development process. Personas are especially helpful for learning designers in obtaining a deep understanding of the types of users for the system. Incorporating advanced analytics using sophisticated quantitative methods can produce insights that traditional approaches to business intelligence may not discover.

In summary, incorporating personas into software development is essential, but it is equally important to apply the gathered information to create a useful software product that appeals to the target audience. A minimalistic approach and high-level usability requirements are key to managing usability in the development process, and advanced analytics can provide further insights.

The knowledge gathered from interviews was essential in creating personas and a prototype that could provide a better user experience (UX) for the target audience. The UX design process emphasizes understanding users' needs and expectations throughout all phases of design, and personas and scenarios help designers to gain a deep understanding of users. In the case of the English language learning project, the team recognized the need for a product that could assist users with pronunciation, even if they were already proficient in sentence structuring and grammar.

The Common European Framework of Reference for Languages and Grammar for Academic Writing provide overviews of the key areas of English that learners need to master to communicate effectively. The team's use of personas helped them to identify the potential uses for their project in a crowded market of similar applications. In summary, incorporating user research, personas, and scenarios into the UX design process is crucial for creating software products that meet users' needs and expectations, and the English language learning project serves as an example of how personas can be used to identify unmet user needs and inform product development.

References:

Personas. (s. f.). The Interaction Design Foundation. <https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/personas?locale=en-ca>