

USE OF PERSONAS IN REQUIREMENTS ENGINEERING (RE)

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At a glance



Background

Personas are user profiles that can cover demographics (age, gender, culture, home and work), challenges (physical, cognitive, language, socio-economic) and frustrations (lack of access and ability, unintuitive).

They are used in RE to better understand users and their needs.



Goal

Identify the roles of personas in RE activities and recommend directions for future persona research.



Strategies

Analyse 78 persona studies to understand how they have been used, benefits and challenges.

Key findings



Personas in RE

Most personas are text-based and developed through observations, interviews and surveys. They're used to determine appropriate requirements for more user-focused end products.



Persona benefits

Personas can offer a better understanding of end users by representing them more accurately, helping requirements engineers empathise with their target audiences.



Persona challenges

Personas may not always sufficiently represent users or be widely available. They may also be difficult to construct, expensive or require familiarity with user-centric approaches.

More insights and resources

Read more about [creating software for everyone and making your own persona activity](#).



Ratna Smith
Age: 36
Occupation: Childcare worker
Family: Single parent with 2 kids
Location: Oakleigh

Ratna is a native Indonesian and has been living in Australia for approximately 10 years. Her husband passed away last year. She speaks Bahasa Indonesia in her daily conversation with her children, but she is proficient (not fluent) in English.

Ratna works at a childcare that is located 10 km away from her apartment. On school days, she must drop her kids off before heading to her workplace, therefore she needs two different smart-parking applications as both the school area and work location use different apps. She is frustrated by this every day.

She has a lot of things on her plate and English is her second language so she wants the app to be straightforward, preferably work in more than one location, and simple to understand. Ratna also wants to find the nearest and safest possible parking space. She does not want to waste her time whenever she has to park.

Learn more

To discover more about this project, contact [HumaniSE Lab](#) or scan the QR code.



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