

**USE OF PERSONAS FOR INTERFACE DESIGN:
RESULTS OF FIELD AND EXPERIMENTAL STUDIES**

A Dissertation

Presented to

the Graduate School of

Clemson University

In Partial Fulfillment

of the Requirements for the Degree

Doctor of Philosophy

Industrial Engineering

by

Pallavi Dharwada

December 2006

ABSTRACT

WebSAT is required to be used by users of different categories such as auditors, managers and senior managers. The different categories of users have varied goals with respect to their interaction with WebSAT. It is essential in this regard to understand the goals of these user categories, their tasks, their abilities, characteristics and frustrations towards computer applications in general and understand their mental models with respect to their job domain. Persona is a fictitious person which represents a user category and allows the design team to use it as a reference to user's perspective in making design decisions. This methodology allowed the research team to establish user categories and understand their specific characteristics to cater to their individual differences or group differences through WebSAT designs. This allowed interfaces to be tailor-made for specific user categories.