5. GPTx-powered Personas

5.1 Next Generation of Personas

Traditional Persona

The concept of *Persona* in software development refers to the creation of fictitious user profiles that represent the different types of users who might use the software.

These profiles are based on demographic, psychographic and behavioral data and are used to help developers better understand users' needs.

Personas are created through market research and data collection from actual users. The data collected may include information on users' age, gender, geographic location, education, interests, needs and behaviors.

Once this data has been collected, fictitious user profiles can be created to represent the different types of *Personas* who might use the software.

By creating artificial user profiles, developers can design the software in a way that is easier to use and more appealing to users.

During the testing process, *Personas* are used to test the software and ensure that the product meets the needs and expectations of the users.

Next Generation of Personas

Although GPTx is a very useful tool for many tasks, it is not by itself the best option for creating *Personas* in software development.

As we have seen, the creation of *Personas* relies on market research and data collection from actual users, and GPTx, at least for the time being, is not capable of performing this task on its own.

However, it is when information relating to the *Personas* is compiled, reviewed and accessible within an organization that GPTx can make a big difference.

Starting from the typical, rudimentary definition of *Persona*, it is possible to give GPTx access to that

information and ask it to take on the role of the *Persona* in question.

This approach is particularly useful for simulating conversations with users and testing the software in different scenarios. This can be done using the constructed user profiles created for each user.

One of the most typical uses of GPTx today is to ask it to take on the role of historical figures for conversations, to adopt certain writing styles or even to absorb information from a document and be able to answer questions about its content.

This same approach will allow us to go a step further in the creation of Personas. Moving from a static, traditional definition, based on the interpretation of what we think such a *Persona* would do in a given situation, to a more sophisticated, lively, interactive implementation, much closer to reality.

Personas in Testing

If we assume that the research has already been carried out and therefore we have a series of documents about *Personas* related to our domain, GPTx can leverage on it.

It will be a breakthrough not only for the QA Team but for the entire development team.

In order to use GPTx together with the documentation of *Personas* and simulate their behavior, the following steps can be taken:

- Gather relevant information from the *Perso-*

nas, which may include demographic, psychographic and behavioral characteristics, as well as their needs and wants in relation to the software.

- Use GPTx to create a chatbot that simulates the *Personas*. The chatbot can be trained using the documentation of the *Personas* so that it can respond to questions and comments from the development team in a similar way as a real person would.

- Simulate conversations with users using the GPTx-Personas. This can help identify problems in the software and improve the user experience.

- Use GPTx-Personas to test the software in different scenarios using the custom user profiles. This can help identify problems in the software and ensure that it meets the needs and expectations of the users.

- Analyze the results of the interaction with the GPTx-Persona to improve the software and make adjustments to the documentation of the *Personas* as necessary.

It should be also noted that the use of this new generation of *Personas* goes beyond testing.

All other stakeholders can benefit from this technology, just as they would if they had access to a real user when they needed it.