

Thesis Reviewer's Report

Student: Tihitina Hailu Zergaw
 Title: Personas Identification for the Users of the Information System
 Supervisor: Stanislava Šimonová
 Reviewer: Miloslav Hub
 Reviewer's job title: Associate Professor, University of Pardubice

Assessment criteria

	excellent	very good	acceptable	unacceptable	N/A
Achievement of the aims of the thesis	<input type="checkbox"/>	<input type="checkbox"/>	×	<input type="checkbox"/>	<input type="checkbox"/>
Use of appropriate methods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	×	<input type="checkbox"/>
Depth of analysis (in relation to the topic)	<input type="checkbox"/>	×	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Structure and extent of the thesis	<input type="checkbox"/>	×	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of Czech and foreign sources (including references)	<input type="checkbox"/>	×	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formal aspects (text, diagrams, charts)	<input type="checkbox"/>	<input type="checkbox"/>	×	<input type="checkbox"/>	<input type="checkbox"/>
Quality of language (style, grammar, terminology)	<input type="checkbox"/>	×	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Usability of the results

	high	medium	low	N/A
In theory	<input type="checkbox"/>	×	<input type="checkbox"/>	<input type="checkbox"/>
In practice	<input type="checkbox"/>	<input type="checkbox"/>	×	<input type="checkbox"/>

Other comments

The subject of the diploma thesis, the creation of personas within software engineering, is certainly a current topic at the moment, because in the development of information systems more and more emphasis is placed on end users, their abilities and needs.

In terms of formality, I consider the work rather average. The text is written in an understandable form, the style used can be considered appropriate. There are almost no grammatical errors in the text. However, I do not consider the formatting of the work to be very successful. On the formal side, I criticize the work:

- chapter 1.7.1 is the only sub-chapter of chapter 1.7 - in that case it makes no sense to divide the chapter into only one sub-chapter;
- pictures 8, 9 and 10 have the same title;
- very short paragraphs are often used in the text, some contain only one sentence;
- too short subsections are often used in the work;
- in the citation (Annika et al.), the publication year is not indicated;
- in some cases it would be more appropriate to present as a numbered/unnumbered list (bullets);
- images are often deformed and not of sufficient quality;

- table names are often listed incorrectly below the table;
- in the list of references used, italics are not used in accordance with the citation noma.

The logical division of chapters into individual sub-chapters and their continuity corresponds to the process of solving the diploma thesis. However, some chapters are only marginally related to the work. Examples include chapters discussing the use of personas in marketing, chapters defining systems engineering, and the like.

In terms of content, I do not consider the work successful. Although the author has a specific goal, he often deals with topics that are not closely related to the formulated goal. The chosen methods of solving the task cannot always be considered correct. In chapter four, the author discusses individual aspects of software/information system quality, while these aspects were formulated through insufficiently conducted research. In his work, the author tries to evaluate these aspects (in the IS Stag case study) on the basis of a questionnaire survey, the respondents of which were students. I believe that the chosen approach cannot be considered correct, because these respondents are not able to assess the compatibility of this system, for example. It is not clear from the work how the author chose the questions of the questionnaire; some questions are not relevant and the answers to some questions are not further processed in the work in any way. The work gives the impression that the questionnaire was formulated intuitively rather than through a proven procedure. In terms of content, I see two key tasks in the work, the formulation of a suitable procedure for the creation of personas (based on research and analysis of existing best practices) and the creation of personas within the framework of a case study. The process of creating personas is described in the thesis rather only in an overview. In chapter 5, 3 created personas are presented (bachelor's study, master's study and doctoral study), however, the process of creating these personas is not specifically described, but only the result itself. I would expect the author to explicitly describe the proposed process of creating personas and formulate the personas through this process. The personas formulated in the work seem to have been formulated rather intuitively. The work does not show a connection between IS quality assessment and the subsequent creation of persona.

I believe that the goal of the diploma thesis was fulfilled, although not in the quality that was expected.

Questions and suggestions for the defence

- In which phase/phases of the software/IS life cycle are personas defined?
- In your work, you evaluate the usability of software/IS through a questionnaire survey. Also list other software/IS usability evaluation methods.
- In your work, you discuss individual aspects of software/IS quality. Please list existing software/IS quality models/standards.

Overall evaluation

I **recommend** the thesis for defence.
The proposed grade for the thesis: D

In Pardubice on 5.1.2024

Signature