5COSC025W Human Computer Interaction and User Experience

Seminar 4 - 2024/25

What a proto-persona could include:

Template (example)

|  |  |
| --- | --- |
| Photo  Name  Role | [Behavioural and  demographic information]  Note: Only information that will affect the persona’s way of using the system/app/website (product or service) needs to go to this section. |
| [Paint points and needs]  Note: What are the challenges that the potential user (i.e. persona) has (that we will try to solve/address via the proposed system/app/website etc? | [Potential Solutions]  Note: How will we address these needs? |