

## **Attributes for building our Personas**

- **Persona's biographic background**
  - **Geographic profile:**
    - City/metropolitan
  - **Demographic profile:**
    - Age
    - Family size
- **Specific goal/needs/attitudes**
  - Emotional goals
  - Motivations
  - Needs
  - Frustrations
- **Interaction Characteristics of Usage**
  - Frequency of use
- **Sensory/Immersive Characteristics of use**
  - Mood/Feeling
  - Memorable
  - Pleasurable
- **Accessibility issues**
  - Physical abilities/disabilities
  - Mental abilities/disabilities