

Personas and Extreme characters

Worksheet

Activity:

Personas are specific, but imaginary people who represent individuals from the target user group. They share characteristics of people you interviewed. 'Extreme characters' are personas who test the limits of your design. Note that 'extreme' is relative to the design problem, not the person: A persona who must quickly create 25 different maps for 25 different people can be considered an extreme character.

Re-read your interviews, then create two ordinary personas and one extreme character. Give them each a specific name, age, profession (if applicable), expertise, and relevant personal characteristics, context and motivation that affect how they will interact with your design. These three personas will each play a role, and interact with each other in your video prototype.

Personas and Extreme Characters					
Group		Project		Date	
Persona 1	Name: <i>Neumine</i>				
<i>16 ans Haut-fennel</i>	<i>Neumine est une lycéenne de 16 ans qui habite en banlieue parisienne. Elle s'intéresse au dessin, au manga et aux animaux, elle joue de la guitare et aime les activités manuelles comme la poterie. Lorsqu'elle a un peu de temps, elle court ou fait un peu de boxe. Elle aime : la nourriture asiatique. Elle n'aime pas : le regard des autres.</i>				
Persona 2	Name:				
Extreme Character	Name:				

Interaction points

Worksheet

Activity:

An interaction point is the moment in which the user performs an action, the system responds, and the user reacts. (The system can also initiate an action, followed by the user's action, and the corresponding action by the system.)

Look through your interviews and identify the most interesting interactions. This is a fine-grained analysis: describe and sketch what happened at each step so that someone else can understand it. Include what the user wanted to do,


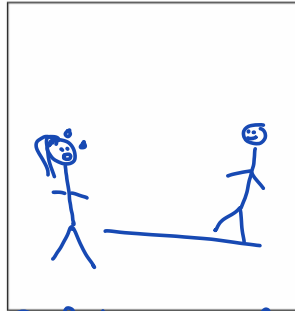
how they interacted with the system to accomplish it (or not), and how they reacted to the result.

Choose the interaction points from your story interviews. Note that a simple button press to launch a function is rarely interesting. Instead, look for situations that involve more complex sequences of interactions and results. These interaction points translate directly into video brainstormed ideas and will form the key elements of a story-based video prototype.

Interaction points			
Group:		Project:	Date

Interaction point: Titlecard

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Neumine est en train de faire son jogging dans le quartier	Quelqu'un passe sur la même route. Neumine qui n'aime pas le regarder les autres se sent gêné d'un coup	Neumine fait semblant que tout va bien et qu'elle n'est pas fatiguée. A côté, elle avait aimé se croiser personne.