

# Persona 1 and Scenario 1



## Personality

Felix is an energetic kid aged 6 who loves being out in the sun. He likes to laugh watching prank videos and funny game shows. He's excited about visiting Grandma and wants to be entertained during long trips.

## Felix

6 • pre-schooler • loves picnics and fishing

### Goals

- read interactive stories
- play something new

### Frustrations

- can't watch videos while travelling by bus

### UX Needs

- changing themes
- fun effects

### Devices

- Android Phone

Felix is a playful preschooler of 6 years old who loves outdoor activities like picnics or fishing trips with his dad. He is energetic and lives in the moment. He can't wait enough to return home to his momma with whom he shares his everyday adventures. In evenings or bad weather he uses his mother's android mobile phone mainly to watch funny videos like prank or game shows till his father returns from work. He doesn't use play many mobile based games except when it's the new craze among his friends from school. Being a suburban kid, he doesn't miss an opportunity to visit his Oma who lives a serene village 200 miles away. Although the prospect of meeting his Grandma excites him he hates to sit in the bus for hours. Due to poor signals and limited data connection he can't watch his favorite shows and laugh. He wants to play some new and fun games to kill time. He likes to play something funny with lots of different silly sounds just like his favorite videos.

Besides all the new adventures awaiting at the village the moon-watching and story telling sessions with his grandparents is something he looks forward to. Felix wants to bring some stories on his own too but he doesn't know any new stories. He wants all the things he needs in a single app as he can't download multiple apps without assistance and wants different stories based on the season he is in.

# Persona 2 and Scenario 2



## Personality

Timo is a 8 year old boy who loves to play with his friends different games and to learn something new. He likes funny videos about animals and nature. He likes travelling with his father and looks forward to see new places.

## Timo

8 • pupil • loves football

### Goals

- to stay connected with his friends during travelling
- to have funny time during travelling with his parents

### Frustrations

- gets bored during long drive
- is interested in history but is not diligent enough to read it for a long time

### UX Needs

- colourful
- memorable

### Devices

- iPad
- iPhone

Timo is an 8 year old child who wants to be like Messi when he grows up. He is always found in a group. Whether it is playing soccer or games he spends more time in parks or in his friend's home than at home. They play games in his iPhone for hours till they get bored or it gets late. Timo is also animal lover and watches shows about different animals and their life in "Animal Planet", a Television Channel.

Exploring new places every weekend with his family is something Timo loves as much as soccer. He is very curious wants to learn more about the places he visits and asks a lot of questions to his father who sometimes doesn't have all the answers. He gets bored trying to read large paragraphs and has a short attention span. He wishes for an app with bite sized trivia with colorful pictures and videos on the places in his Itinerary which he shares with his friends. As he often travels in Trains, he wishes he can watch his favorite animal shows in his phone. Timo likes comparing game scores and he often forgets how many games he had won during the excitement of travel. He wants some app which can also track the points and scores earned in games with his friends. During trips he also wants to be in touch with his friends by challenging them for games. To summarize he want's the best of both worlds – the fun of being connected to his friends and the thrill of visiting new places.

# Persona 3 and Scenario 3



## Personality

Camilia is a 10 year old girl who loves to spend her free time with her friends and to travel with her family. She plays guitar and likes painting. She uses the iPad every day, but wants to be able to do things other than play games.

## Camilia

10 • pupil • loves music

### Goals

- to play multiplayer games with her brother
- to make new friends during the travelling and to save connections with them

### Frustrations

- gets bored when she has to take care of her little brother
- sometimes forgets the names of famous travel destinations and places where she've been

### UX Needs

- colourful
- memorable

### Devices

- iPad

Camilia is a 10 years old girl and she loves to listening to music, that explains why she is always wearing a headphone with her ipod all the time. She likes guitar and painting and loves to share her daily life with her parents and friends. Her own device is an ipad that is bought from her parents and she likes to play online-multiplayer games with her elder brother and she has also met a lot of other children like her age during the games. But sometimes her parents ask her to take care of her naughty little brother and she have to turn off her ipad and her connection to her friends. She is also willing to play games or reading books to her little brother but there is not such an appropriate game in the market now, so she cannot let her brother concentrate on something and thus has to put up with her little brother shouting all the time.

Another interest of camilia lies on traveling. She travels a lot with her parents and takes a lot of pictures during the trip. She would like to share her experiences during the trip with her friends in the whatsapp. She sends her friends the pictures that she thinks are unique or interesting. But there is not such an app like a hand-writing diary where she can put into all of her photos and her thoughts during the trip. Thus she can forget the names of famous travel destinations and places that she has ever been to. And there is not such an app that can recognize the views in these pictures and tells her the exact places she has ever been to.