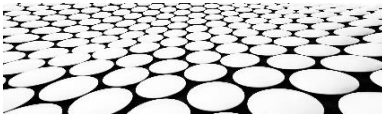


SEG3125 User Interface
Design and Analysis

MODULE 2 - ACTIVITY

Personas



GOALS

In the spring of 2020, our world was turned upside down by the pandemic. To make up for the lack of face-to-face communication between people, there has been a boom in the use of applications such as Zoom, Google Meet and others allowing you to see and talk to each other remotely. But who are the typical users of these platforms and for what purposes do they use them?

Personas are at the heart of the task-based model, which is our theme this week. Our goal in this activity will therefore be to develop two personas who would be typical users of video conferencing applications. We will think about their characteristics, their environment, and their goals.

Often, personas are used in an iterative development process, and therefore allow us to think about application improvements. Understanding the needs and goals of your personas could influence the development of the new version of a video conference application to make your personas, and other users like them, more productive.



SUBMISSION DATE

- Tuesday, June 2nd 2020, 11:30 pm



SUBMISSION METHOD

- In Brightspace, the Module 2 checklist contains a link for your submission.
- Submit a 2-page pdf file, containing the 2 requested cards, one card per page.
- Any delay beyond the deadline will have a penalty of 10% per day



INSTRUCTIONS

Define 2 personas and make a card for each persona. Do not include yourself in these personas but try to think of other types of users than yourself. You can of course be inspired by people you know, even if a persona must represent a typical user and not be a real person.

The application that interests us is a video conference application, such as Zoom, or Google Meet. Your personas should be typical users of a video conferencing application. Who are they? Where do they use the application? For what purposes?

Take inspiration from the case study (video) that defines Alice and Bob as 2 personas for using an ATM. A difference with the present application is that the ATM environment is practically the same for everyone (physical device) while the environment of your personas can vary from one persona to another.

PLEASE NOTE: Your personas should not look like Alice or Bob... think of other personas, different, not having the same ages, or the same occupations, etc.

The card of each persona must contain:

1. Photo (or drawing) of the persona
2. Persona name
3. Set of information on the persona (at least 8 elements) related to his/her intrinsic qualities, and to his/her relation to the domain and to the technology.
4. Set of information on the usual environment of use (at least 6 elements) related to the location, the position of the body, surroundings, and access to help.
5. A description of at least two purposes for using the video conferencing application.



EVALUATION

- This activity is worth 1.5%.
 - Evaluation is effort-based, so any student who put some effort in generating credible personas, each with a set of characteristics, a well described environment and at least 2 clear goals, will have all their marks.
 - There are no absolute right answers. The important thing is to look outside of ourselves to explore what other people would need for an application.
 - Because of the large number of students registered in this course, everyone will initially get full marks for their submission. BUT... the corrector will then perform a random sample of the submissions for a thorough validation and will modify the grades to reflect the effort put in the activity.
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