

# 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	6	Project		Date	
Persona 1	Name: John, 20 years old, student				
	John uses bicycle every morning to go to school. He expects from the map to show him bike stations where bikes are still available but sometimes it shows him wrong informations.				
Persona 2	Name: Ashley, 32 years old, manager				
	Ashley loves sport. She goes for a jog on weekends and she wants to know good places to do so, she also wants to check how many kilometers she has run.				
Extreme Character	Name: Tom, 45 years old, manager				
	Tom loves to go on a bike ride on his free time to explore new places. He follows the routes shown by the GPS but ends up on roads that are not adapted to his transportation.				