

# Project Installment 4: Rest of Gestation, Concepts, Very Early Prototype

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## Gestation Information

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### Underrepresented Population Persona

#### **Fred (Frederick/Frederica) Smith Persona Foundations**

Fred represents a fraction of preschool users with backgrounds similar to em.



- 4 years old
- Attends preschool
- Lives in Portland, Oregon

#### *Motivations and Strategies*

- Motivations: E spends about 3 hours per day using digital media<sup>2</sup>, and enjoys listening to music and watching TV<sup>2,1</sup>.
- Approach to Learning: Fred has a short attention span and so tutorials for apps have to not be too long. E has difficulty doing more than one thing at a time, and has trouble viewing the

world from other people's perspective. Because of this, e only enjoys tutorials that focus on the things e wants to learn about.

- **Attitude Toward Risk:** E is generally fairly fearless, and when something goes wrong e is certain to come up with a reason for why. When others try to explain to em that eir explanations may not be correct, e is usually quite stubborn and persists that eirs beliefs are correct.

### *Technology and Interaction*

- **Interaction Style:** Fred enjoys apps which have large icons that are easy to click on. E also likes bright, bold colors, with high contrast. E does have a hard time clicking on smaller icons or layouts with too many of them, and e sometimes gets lost because e is too focused on one part of an app.
- **Approach to Technology:** Eir exposure to technology is limited in that e only gets to play with devices that his parents give em. When e gets a chance to see higher-tech devices e asks eirs parents if e can have them.

## **Mainstreamer Population Persona**

### **Concepts**

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### **Prototype**

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1. Given, Lisa M., et al. "Documenting young children's technology use: Observations in the home." *Proceedings of the Association for Information Science and Technology* 51.1 (2014): 1-9.
2. Common Sense Media, and Victoria Rideout. *Zero to eight: Children's media use in America*. Common Sense Media, 2011.