

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

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Group Members: Keeley Abbott, Shashank Moghe, Malcolm Diller, and Chengxi Yang

Gestation Information

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

Fred really likes music, and movies and television. When e is allowed to listen to music, Fred especially likes to listen to music from eir favorite movies and television shows. Before leaving for school Fred must turn off all devices, and focus on getting ready. Media tends to distract Fred from what e is doing when it is left on as "background" noise. During the day, Fred likes to run around and play with friends -- especially outside. At night Fred's parents may allow eir to watch a quiet movie or television show to calm down before bed time.

Background Knowledge and Skills

- Fred goes to preschool part time (3 days a week). When e is at home, Fred is comfortable using eir parents smartphones or tablets to listen to music, watch videos, or play apps and games. When Fred's parents change smartphones or upgrade their other devices, it doesn't

seem to impair eir use of media.

- Fred likes to use eir imagination

Motivations and Strategies

- Motivations: E spends about 3 hours per day using digital media⁴, and enjoys listening to music and watching movies or television^{4,2}.
- Approach to Learning: Fred has a short attention span¹ and so tutorials for apps have be short. E has difficulty doing more than one thing at a time¹, and has trouble viewing the world from other people's perspective³. 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

Miki (Michael/Michele) Smith Persona Foundations

Miki represents a mainstream user of an app



- 30 years old
- Works a full-time job
- Lives in Portland, Oregon

Motivations and Strategies

- Motivations: Mike likes to listen music while working, in gym and driving. It allows him to concentrate properly. He prefers music for stress relief or when working late night.
- Approach to Learning: He prefers to read and learn new things from Internet or interactive with people. He prefers listening to others over speaking which makes him a good listening. He likes to read on quora and daily news feeds.
- Attitude Toward Risk: He likes taking risk when given an opportunity to use new things. New technology excites him and encourage him to try something new. But He won't spend more time in experimenting with the new product.

Technology and Interaction

- Interaction Style: He likes interacting in different ways. He prefers emails or voice calls instead of text message.
- Approach to Technology: He prefers to use the best and latest available in market. His chooses are always top grosser mobile apps and gadgets available.

Concepts

Prototype

References

1. [Bruckman, Amy, Alisa Bandlow, and Andrea Forte. "HCI for kids." \(2002\).](#)
2. [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.](#)
3. [Kuther, Tara L. Lifespan development: Lives in context. SAGE Publications, 2015.](#)
4. [Common Sense Media, and Victoria Rideout. Zero to eight: Children's media use in America. Common Sense Media, 2011.](#)