

# 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 Foundation**

*Fred represents a fraction of preschooler 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 smartphone or tablet to listen to music, watch videos, or play apps and games<sup>[2,3,5,6]</sup>.
- Fred likes to use eir imagination, knows eir colors and shapes<sup>[1,4]</sup>. E also enjoys learning about letters and numbers<sup>[1,4]</sup>.

#### **Motivations and Strategies**

- Motivations: E spends about 3 hours per day using digital media<sup>[5]</sup>, and enjoys listening to music and watching movies or television<sup>[2,5]</sup>.
- Approach to Learning: Fred has a short attention span<sup>[1]</sup> and so tutorials for apps have be short. E has difficulty doing more than one thing at a time<sup>[1]</sup>, and has trouble viewing the world from other people's perspective<sup>[4]</sup>. Because of this, e only enjoys tutorials that focus on the things e wants to learn about<sup>[4]</sup>.
- Attitude to Recovery: E is generally fairly fearless, and when something goes wrong e is certain to come up with a reason for why<sup>[4]</sup>. 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<sup>[4]</sup>.

#### **Technology and Interaction**

- Interaction Style: Fred enjoys apps which have large icons that are easy to click on<sup>[1,5]</sup>. E also likes bright, bold colors, with high contrast<sup>[1]</sup>. 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<sup>[1,4,5]</sup>.

# References

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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. Gutnick, Aviva Lucas, et al. "Always connected: The new digital media habits of young children." New York: The Joan Ganz Cooney Center at Sesame Workshop. 2011.
4. Kuther, Tara L. *Lifespan development: Lives in context*. SAGE Publications, 2015.
5. Common Sense Media, and Victoria Rideout. *Zero to eight: Children's media use in America*. Common Sense Media, 2011.
6. Takeuchi, Lori. "Families matter: Designing media for a digital age." New York: The Joan Ganz Cooney Center at Sesame Workshop. 2011.

# Mainstreamer Population Persona

## Miki (Michael/Michelle) Smith Persona Foundation

*Miki represents a fraction of adult users with backgrounds similar to em.*

- 30 years old
- Employed as an accountant
- Lives in Portland, Oregon

Miki enjoys music and will frequently multitask by listening to it while performing simple activities. It helps eir relieve stress and is useful for concentration.

### Background Knowledge and Skills

- Miki goes to work at eir full time job as an accountant 5 days a week. E enjoys listening to music in the car, and will sometimes listen to music while working out or doing other simple tasks. E generally uses eir phone for listening to music.
- Miki does not have a lot of time, and while e enjoys new technology, e tends not to have much time to use it.

### Motivations and Strategies

- Motivations: Miki likes to listen music while working, in the gym and while driving. It allows e to concentrate properly. E prefers music for stress relief or when working late night.
- Approach to Learning: E prefers to read and learn new things from the Internet or interactively with other people. E prefers listening to others over speaking which makes em a good listener. They like to read on Quora and daily news feeds.
- Attitude to Recovery: E likes taking risk when given an opportunity to use new things. New technology excites em and encourages em to try something new. But e won't spend an excessive amount of time in experimenting with new products.

### Technology and Interaction

- Interaction Style: E likes interacting in different ways. E prefers emails or voice calls to of text messages.
- Approach to Technology: E prefers to use the best and latest available in market. Eir choices are always the top grosser mobile apps and newest gadgets available.

*NOTE: Foundation Documents are also included as "fred.png", and "miki.png" for our underserved and mainstream populations (respectively).*

# Concepts

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*Included in submission as "concepts.pdf."*

## Prototype

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(a) Which concept(s) did you select and why/what criteria you used.

1. Approach to Learning: for this attribute we chose to go with the micro tutorials, but also to address the overabundance of help text links (as pointed out in the design jam) by making a "centrally located" help button. So, when users select the help text they are presented first with a text-to-audio, and then a micro-tutorial of the item they select to learn about.
2. Attitude to Recovery: here we decided to use the zoom approach to minimizing information presented. However, we received a lot of feedback during the design jam that having singular options would get tedious for mainstream users. So, we selected what we felt was a "happy medium" where we present a decent amount of information without overloading our population.
3. Interaction Style: because we're dealing with multiple potential points of access for this software, we felt that the inclusion of flashing icons and positive audio feedback would be the best solution here. Rather than being dependent on a "hover" event, we made it dependent on a "click" event, to provide indication that the user had made a selection.

(b) Sketch the beginning of a low-fidelity prototype on how you are developing it/them.

*Included in submission as "prototype.pdf."*