

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

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Gestation Information

Underrepresented Population Persona

Fred (Frederick/Frederica) Smith Persona Foundation

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 smartphone or tablet to listen to music, watch videos, or play apps and games^{2,3,5,6}. 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, knows eir colors and shapes^{1,4}. E also enjoys learning about letters and numbers^{1,4}.

Motivations and Strategies

- Motivations: Motivations: E spends about 3 hours per day using digital media³, and enjoys listening to music and watching movies or television^{1,5}.
- Approach to Learning: Fred has a short attention span³ 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 perspective⁴. Because of this, e only enjoys tutorials that focus on the things e wants to learn about⁴.
- Attitude Toward Risk: E is generally fairly fearless, and when something goes wrong e is certain to come up with a reason for why⁴. 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 correct⁴.

Technology and Interaction

- Interaction Style: Fred enjoys apps which have large icons that are easy to click on^{1,5}. 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^{4,5}.
- Approach to Technology: Eir exposure to technology is limited in that e only gets to play with devices that his parents give em⁵. When e gets a chance to see higher-tech devices e asks eirs parents if e can have them^{1,5}.

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 a software developer
- Lives in Portland, Oregon

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

Background Knowledge and Skills

- Miki goes to work at em 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 em 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 Toward Risk: 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. Em choices are always the top grosser mobile apps and newest gadgets available.

Concepts

Prototype

References

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6. Takeuchi, Lori. "Families matter: Designing media for a digital age." New York: The Joan Ganz Cooney Center at Sesame Workshop. 2011.