

User Centered Design 2020

Demo 4

1 X-task, group task

Personas are a useful tool to personalize designs, raise awareness of humane-aspects in the development team, create informative descriptions of use profiles, allow asking 'Would Jim like this?', "Would Jani accept this?", and thus help to effectively communicate user needs. A good persona is a rich and visual narrative describing an imaginary archetypical user of the intended system along with her goals, context of use, characteristics, limitations, and other details important to usability and interaction design.

Read more details about personas in the attached documents and/or search more details online. Especially, read the attached paper: Personas: practice and theory, by Pruitt and Grudin, 2013. One or two examples of a persona are attached in a short presentation, a template is also provided.

For an application or an interactive product of your choice (*other than your project!*) create one fine-grained persona. Together with the team, bring in enough details and create the narrative. Identify real-like goals of the personas. Give your persona a name and find a photo (use e.g. creative commons licenced images, remember to cite the source), make use of quotes, strive to make the persona 'almost real'.

Based on the example given in Moodle, create an informative graphical sheet for the persona. Avoid joke, be professional.

This is a group task. Create a pdf with your persona. Insert your names and, indicate, if a member of the team did not participate, otherwise it is expected all members equally contributed. Follow the submission guidelines. Grading 0-5.