

Personas and Extreme characters

Worksheet

Activity:

Personas are specific, but imaginary people who represent individuals from the target user group. They share characteristics of people you interviewed. 'Extreme characters' are personas who test the limits of your design. Note that 'extreme' is relative to the design problem, not the person: A persona who must quickly create 25 different maps for 25 different people can be considered an extreme character.

Re-read your interviews, then create two ordinary personas and one extreme character. Give them each a specific name, age, profession (if applicable), expertise, and relevant personal characteristics, context and motivation that affect how they will interact with your design. These three personas will each play a role, and interact with each other in your video prototype.

Personas and Extreme Characters				
Group		Project	Date	
	5	application design	16/02/2021	
Persona 1	Name: Mayuki, student, 18			
	She likes playing mobile games and dressing up, she always held her mobile phone.			
Persona 2	Name: Xavier, student, 20			
	He likes playing mobile games and dressing up, he always held his mobile phone. He derives a lot money on playing mobile games like Pokemon-Go.			
Extreme Character	Name: Luca, student, 19			
	He never plays mobile games or video games.			