

**ASSIGNMENT 3**  
**HUMAN COMPUTER INTERACTION**  
**PERSONA FOR FLIGHT ENTERTAINMENT SYSTEM**

**NAME:** Zeeshan Shabbeer

**REGISTRATION NO.:** FA18-BCS-037-A

**SECTION:** BS (CS)-A

**SUBMITTED TO:** Dr. Faizan Ahmad

# Personas

## a) Identify behavioral variables

- **Activities**

- I. Clevis McQuinn:  
Travel one or twice a year and to visit his daughter who live in boston.
- II. Marie Dupart:  
Travel many time a year for job related work
- III. Chuck Burgstein:  
Travel almost every week for their work and stay in hotel.
- IV. Erinn scott:  
Travel first time and going to stay in New York with his uncle and aunt.

- **Attitudes**

- I. Clevis McQuinn:  
He does not familiar with domain and technology.
- II. Marie Dupart:  
She is familiar with the technology.
- III. Chunk Burgstein:  
Not interested
- IV. Erinn Scott:  
She is familiar with the technology (game related)

- **Aptitudes**

- I. Clevis McQuinn:  
He learn from the training screen.
- II. Marie Dupart:  
Annoying from the training screen.
- III. Chunk Burgstein:  
Annoying from the training screen.
- IV. Erinn Scott:  
She learn from the training screen.

- **Motivations**

- I. Clevis McQuinn:  
Not interested.
- II. Marie Dupart:  
Interested in entertainment media
- III. Chunk Burgstein:  
Unhappy from time consuming.
- IV. Erinn Scott:  
Playing games.

- **Skills**

- I. Clevis McQuinn:  
No Skill about product.
- II. Marie Dupart:  
She has a domain and technology related skill.
- III. Chunk Burgstein:  
He has also a domain related skill.
- IV. Erinn Scott:  
She has also skill about this.

**b) Map interview subjects to behavioral variables**

- Price oriented:  
Clevis or Erinn are economy class, Chunk is between the economy and the business class users, and the Marie is business class user.
- Service oriented:  
Marie and Chunk
- Entertainment:  
Marie and Chunk
- Games:  
Erinn
- Shopping:  
Marie

**c) Identify significant behavior patterns**

- Cluster 1
  - Playing Games and entertainment
  - Not familiar with the design
  - Fly In economy
- Cluster 2
  - These have some knowledge about technology
  - Fly in business and economy and first class
  - Not interested in design
  - Fly one or three time a year or more
- Cluster 3
  - Very less people to fly
  - Not must familiar with the technology
  - Only interested to fly to reach destination

**d) Synthesize characteristics and relevant goals**

- Teenage
  - Playing Games and entertainment
  - Age till 15.

- Not much knowledge about the technology and no have domain knowledge.
- Not familiar with the design
- No matter in which class (economy, first and business class).
- Younger
  - These have some knowledge about technology and domain related.
  - These people has age between 16- 55 years.
  - Travel mostly in first, economy, and very less to travel in business class.
  - Not interested in design
  - Travel not regularly and very less are travel regularly.
- Elder
  - Very less people to travel.
  - These have age 55+ years.
  - Not must familiar with the technology and domain.
  - Only interested to travel for their destination to reach.

#### **e) Expand description of attributes and behaviors**

All the person that fly through airline do not have must experience with the design of the screen. Very few people fly regular and many people are those that fly one, two or three time a year. Mostly, the young are fly because they are fly to meet someone and go back to home or for study purpose.

#### **f) Designate persona types**

- Over primary persona is the Clevis because he is lies in the target audience. No matter his age is high or do not have any knowledge about the technology because mostly those people are fly in airplane that only fly one, two or three time a year. Those people travel regular are very less, they are not over target audience, and they are over secondary audience.
- Primary persona: Clevis
- Secondary Persona: Marie and chunk