

Personas Activity

An Empathy Exercise in UX

Proposed Project

Overwatch Fan Website

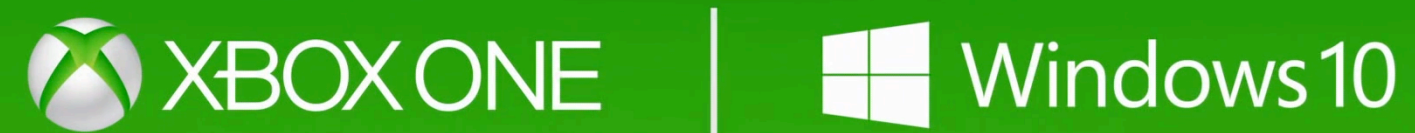
Overwatch is a 2016 team-based multiplayer first-person shooter developed and published by Blizzard Entertainment.



Persona

A “Visitor” Whose Needs We Care About

- Sam San
- 19 year
- Lost hi
- Uses th
- Exclus



Sam's "Needs", Part 1

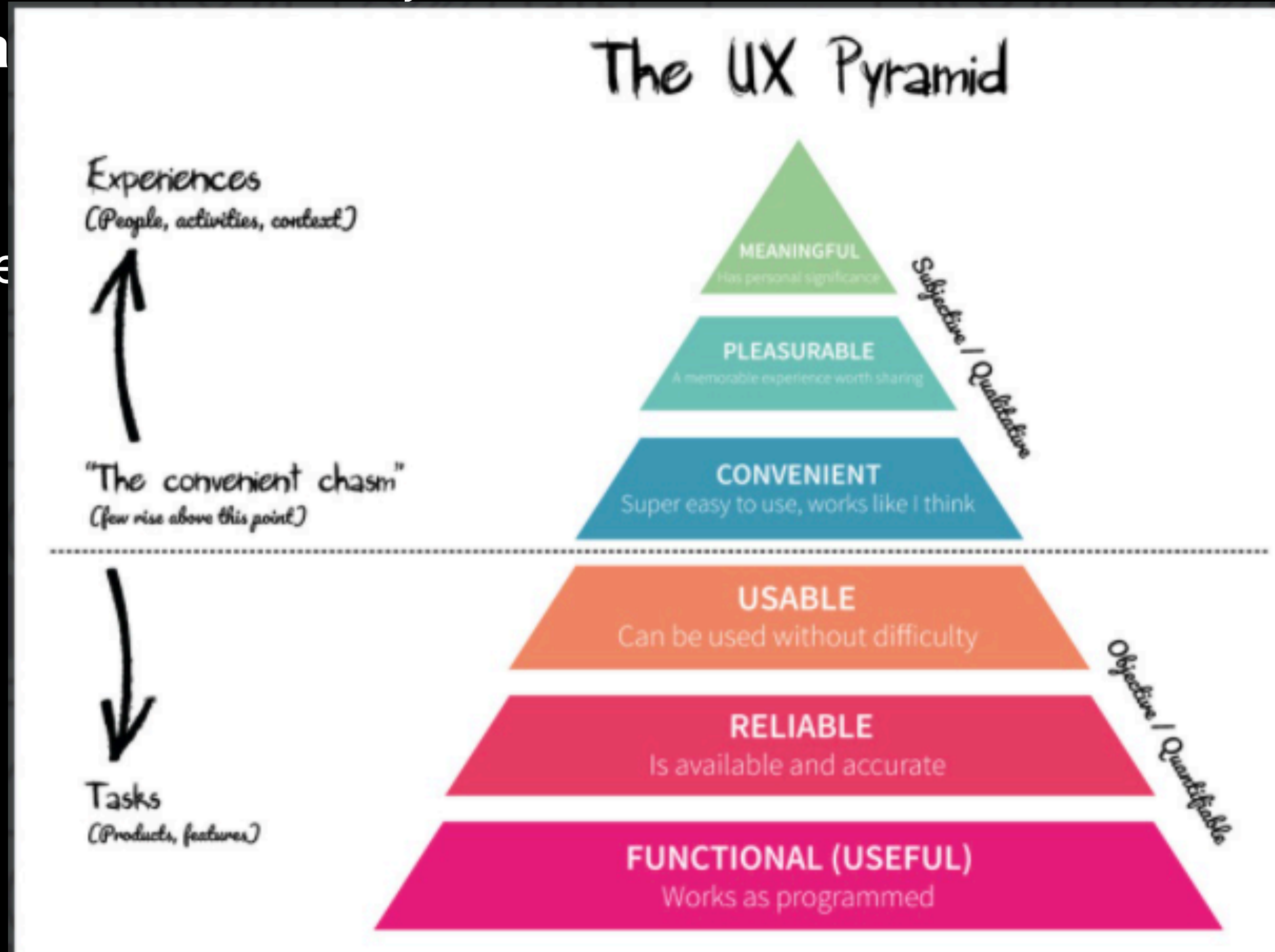
Let's Walk in Sam's "Shoes"

- Into the chat type one thing that you think Sam might need of our website, based on his personal qualities.

Sam's "Needs", Part 2

Let's Wa

- Into the last type



e need you

Sam's "Needs", Part 3

Let's Walk in Sam's "Shoes"

- Into the chat type why it matters that we "understand" Sam in building our website.