

## ISTE-260: Designing for the User Experience, Exercise 4 Profiles, Personas, and Scenarios

### *Overview*

In this assignment, you will work as a GROUP to create user profiles, personas, and scenarios:

1. Based on your research from exercise 3, create a user profile table. It will be up to you to determine which user characteristics to include and how to break out your demographic data. You should have a minimum of 3 demographic groups. (The entire team should work on this collaboratively.)
2. Create one persona for each demographic group. Your personas must be exclusively based on research data collected in the field. Fictional personas that have no correlation to your project will not be permissible. You are to create at least three personas. All personas must include interview data to support each persona. (A different member of the team should take the lead for each of these personas. When you submit the exercise, you should indicate which member of the team was the “lead” in writing each one. One member of the team will be the “lead” for the Scenario in item #3 below; so, that team member does not need to write a Persona.)
3. Give each persona a name and a face (a picture). Consider:
  - a. Who (age, gender, education, experience, skills, occupation, ethnicity, language)
  - b. Context (when, where, how)
  - c. What does s/he want/need to achieve (goals, roles, purpose, expectations)
  - d. Motivation (attitude, response to pressure)
  - e. Robustness (timid/aggressive, error phobic/error tolerant)
  - f. anything else you deem relevant
4. Based on your research from the interview assignment and your initial plans for the projects, you should create an Activity Scenario for your future project. You should use one of the “characters” from one of your personas as the user in the story. It needs to be rich in detail and provide opportunities for your team to recognize strengths and weaknesses in design, which offer opportunities for improvement. (One member of the team should take the lead for writing this Activity Scenario, and when you submit the exercise, you should indicate which member of the team was the “lead” for this. This person does not need to write one of the Personas in item #2 above.)

For a four-person team, you should submit 3 personas and 1 activity scenario. For a five-person team, you should submit 4 personas and 1 activity scenario. In this way, everyone has an opportunity to be the “lead” for writing something. Your team will submit a single PDF or Word document, but it should clearly indicate who was the “lead” author for each part of the submission. (Everyone should collaborate equally on the profile table in item #1.)

### ***FORMATTING INSTRUCTIONS***

Your GROUP should upload one document to the “group” folder on dropbox on myCourses.

- Each file should be a single, cohesive document, with consistent formatting throughout. Please submit the written assignment as a MS Word or PDF.

- Please name the file: *Exercise4\_GroupName.pdf*
- **Line Spacing** (3 points): 1.15 - 1.2
- **Font**: 10-11-point Arial, Calibri or Times (3 points)
- **Margins**: 1 inch
- **Page limit**: The profile table should take 1 page, each persona should be 1 page (but this may include a lot of space used for a photograph and whitespace to permit attractive graphical presentation of the persona), the activity scenario should be 0.5 to 1 page in length.
- For the photos for your persona faces, it is OK to use random photos from the internet, but you should give the URL source for the image in small print at the bottom of your persona.
- Your writing should be grammatical, clear, and persuasive, as would be expected of students in university level courses. Text that is difficult to understand will receive lower grades.
- Compress your pictures before you submit your document.

**Note about Plagiarism:**

It is appropriate to share your field notes and other work within your group. It is considered a violation of the academic code of conduct for you to share your work with other groups.