JOENSUUN YLIOPISTO
Tietojenkäsittelytieteen laitos
Usability Engineering / Käytettävyystekniikat

EXERCISES 7, Week 9

19, 20: **X task: Personas**

Personas are a useful tool to personalize designs, raise awareness of humane-aspects in the development team, create informative descriptions of use profiles and thus help to effectively communicate user needs. A good persona is a rich narrative describing an imaginary archetypical user of the intended system along with her goals, context of use and other details important to usability.

For a future portable mp3/video player create two personas. You can also select your own application or interactive product. Bring in enough details and create the narrative. Identify goals of the personas. Give your personas a name and find a photo (use e.g. creative commons), make use of quotes. Based on the example given in lectures, create an informative graphical sheet for each of the personas. Avoid joke, be professional.

Create a pdf with your personas. Insert your name and email address.

Send an email with your solution by midnight before the demos to Roman Bednarik (firstname.lastname@cs.joensuu.fi), subject: UE demo7 and take part in the demos.

21: Normal task. Read the following papers and prepare to discuss their content in the demos.

Pruitt, J. and Grudin, J. 2003. Personas: practice and theory. In Proceedings of the 2003 Conference on Designing For User Experiences (San Francisco, California, June 06 – 07, 2003). DUX '03. ACM, New York, NY, 1-15. DOI= http://doi.acm.org/10.1145/997078.997089

Mquist, Å. And Arvola, M. 2002. Personas in action: ethnography in an interaction design team. In Proceedings of the Second Nordic Conference on Human-Computer interaction (Aarhus, Denmark, October 19 – 23, 2002). NordiCHI '02, vol. 31. ACM, New York, NY, 197-200. DOI= http://doi.acm.org/10.1145/572020.572044