

In-class / Homework

Now it's your job to create your own personas. The tricky part: making them general enough to represent a larger audience, while still maintaining enough detail to be descriptive, meaningful, and useful to the design team.

Using the information you gathered from your task analysis work, develop two personas. Make sure to include all three elements: Profile, Photo, and Goals.

Create personas based on your task analysis topic:

- Design an interface that helps its users choose between two cellphone services: Sprint and Voicestream
- Design an interface that helps its users choose a restaurant in a small neighborhood
- Design an interface that helps its users decide which movie to see
- Design an interface that helps its users choose a design book or magazine

Two personas are due at the start of class next week: 3/11/2003.