

MM3311 Interaction Design for Education

Instructor: Sharon Kaitner, M.Ed. ©copyright 2010

Week 4 Homework Assignment: Developing a persona

Purpose: To develop an understanding of design as applied to learning theory

Task: Develop user persona. Describe your target audience fully. What do they like? What do they do in their free time? etc. Get a picture of them, develop their history, and cite at least one reference to back up your description - listed in your site in MLA fashion. Due next week.

To help you develop this persona, you may need to be a bit more creative. Suggestions in the book include observation, direct inquiry, questionnaires, prior research and some really creative ideas. I especially liked the article referencing seniors. Postcards (pre-stamped and addressed to be sure they are returned) with pictures and questions to be answered, maps (asking the target group to identify where they go to meet people, to be alone, to find inspiration, etc.) and the use of a diary to record personal activities were all used to help develop a more true or genuine description of your audience.

The persona is meant to help you clearly see your user. You know you will be successful when you can start referring to them on a first name basis.