

## Persona & User Scenario Exercises: Content Into Form

### PERSONA

A persona represents an archetypal user of your final product or communication piece. They are created by combining the most common characteristics of the people that make up the user audience. Personas are a key part of user experience design and help guide strategy, marketing and design decisions throughout the development of any design project.

Typically, a brief profile is created which includes general demographics, behavior patterns, goals, skills, attitudes, and environments, along with a few fictional personal details to bring the persona to life.

### PERSONA EXERCISE

Brainstorm with your partner to create a persona, based on your choice of client and context, for the earthquake safety card. List the following characteristics of the person in your sketchbook:

- Name (fictitious)
- Gender
- Age
- Education level
- Occupation and level at job
- Income
- Family life (single, married, children?)
- Personal interests/activities
- Knowledge of earthquake safety
- Attitude toward and level of interest in earthquake safety
- Likelihood of having an earthquake preparedness kit

When finished, help your partner create a persona.

### USER SCENARIO

A user scenario describes how a persona (user) will engage with the final product or design in context.

### USER SCENARIO EXERCISE

On your own, write a brief, realistic narrative describing how your persona will use and interact with the earthquake card in the context of his or her environment. Incorporate some of the characteristics listed above into the story. If your persona is likely to use the card more than once, describe the first interaction with it as well as a typical subsequent interaction with it.

☞ **Deliverable:** None. I will walk around and check out everyone's notes in class.

☞ **Grading:** 10 points (5 points/exercise), based on completion during class.