Personas and Extreme characters

Worksheet

Activity:

Personas are specific, but imaginary people who represent someone from your target user population. They should share the characteristics of the people in your interviews. In addition to 'ordinary' personas, create at least one 'extreme character' who helps identify the limits of your design. An extreme character can be an ordinary person in an unusual situation, such as a person who has to create 25 different maps for 25 different people to come to the same event. So 'extreme' is relative to the design problem, not the person.

Use your interviews to create two ordinary personas and one extreme character. Give them each a specific name, age, profession (if applicable), expertise, and relevant personal characteristics, context and motivation that affect how they will interact with your design. Note: choose personas who will each play a role in your video prototype.

Personas and Extreme Characters					
Group:		Project:		Date	
Persona 1	Name:				
Persona 2	Name:				
Extreme Character	Name:				