

PERSONA

(Interactive Media Products)

What I Have Done

Process

From the survey, we have garnered a result that also reflects the consensus of the students and parents who participated. This result was generalized into the persona, where it is summarized by sections such as the goals, motivation, frustration, and background of our target audience. Personally, this persona is critical to our project because it serves as a guide for the next steps and decisions that we will make in the prototype that we are creating. There are two personas produced, which represent the high school students and the parents, respectively.



Fig. 1 First Personas

Additionally, after creating a rough draft of the persona, I reached out to our teacher for feedback. Most of the feedback revolved around summarizing and simplifying the content since most of the content in the persona was long. My teacher also advised me to make the information in the persona more specific for example the goals must follow a relatable storyline or must cater to the specific needs of ICT students, hence the persona was also revised based

on the feedback that was given to me. The changes that I have made are the revision of the goals of the persona to make it shorter and more specific, the addition of more information about the student and the experience of the parents in the background, and the alignment of the motivation to the goals of the persona.



Fig. 2 Final Personas