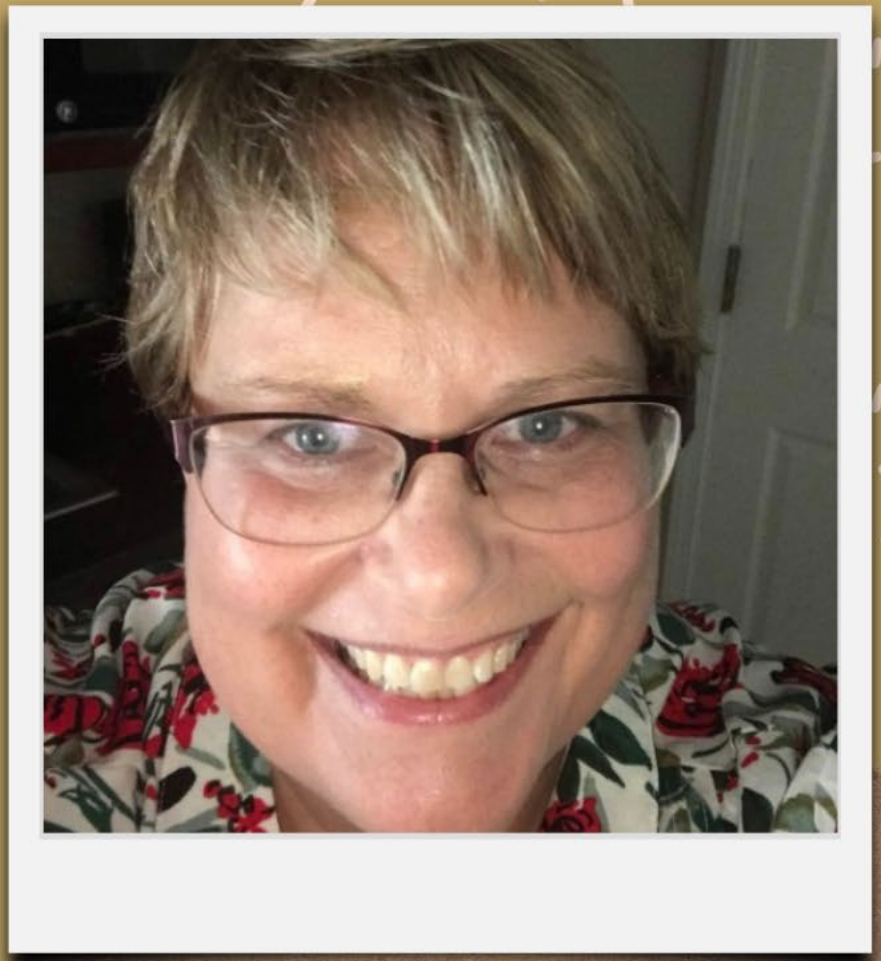
Haunted Mansion - Who is playing?



JEAN MARRAPODI

eLearning thought leader and pioneering problem solver

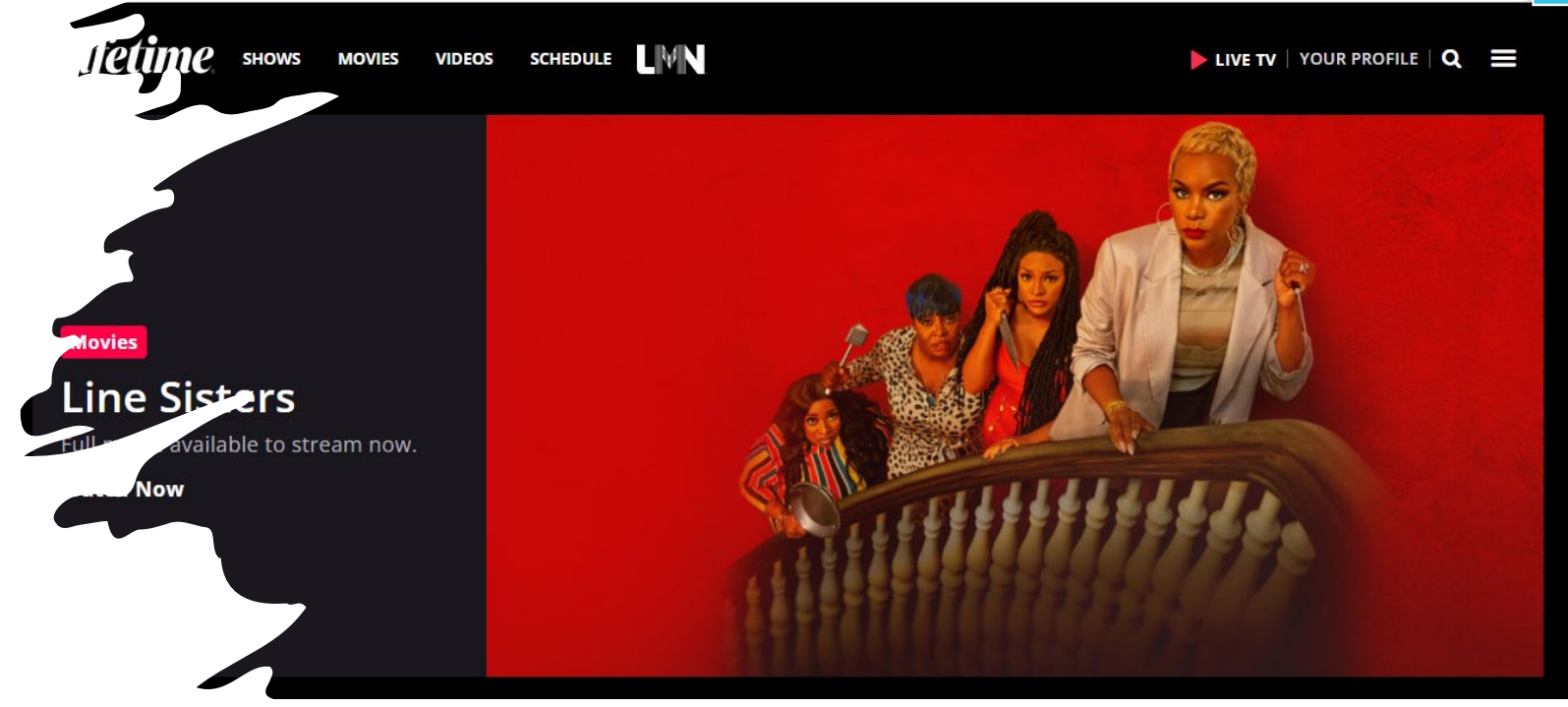
The Haunted Mansion

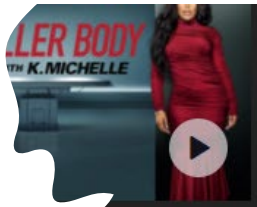
Rolo Rumkin
Uncle Theodore
Cousin Algernon
Ned Nub
Phineas P. Pock

A **persona** envisions an aggregate of who your users/customers are.

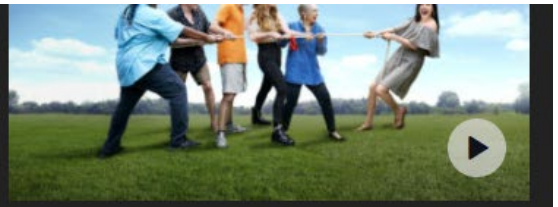
Like these ghosts, they aren't real.

Lifetime





Married at First Sight



Leave It to Geege

Bring It!

Little Women: Atlanta

Score

NBA

Final
ATL 95
BOS 105

Final
MIN 129
IND 120

NCAAM

Final
24 CONN 63
SJU 60

Final
MD
3 PUR

NCAAM NCAAW Soccer •••

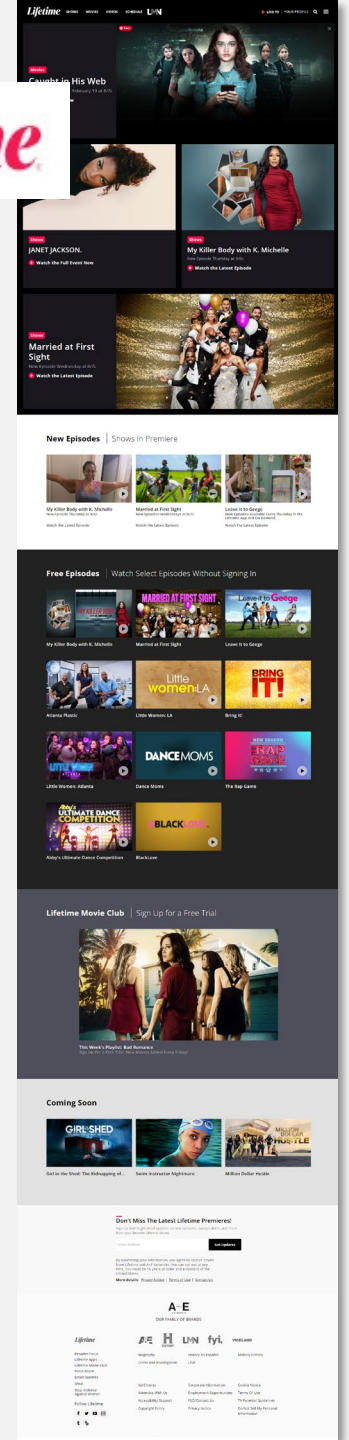
Super Bowl LVI

Rams 12-5 16 — NBC 2:47 - 3rd 1st & 10, CIN 16 — 20 Bengals 10-7

Follow live: Burrow hits Higgins for 75-yard TD (his second TD of game) to open second half

3m • Tory Barron

Rams' Beckham (knee) leaves game in 2nd

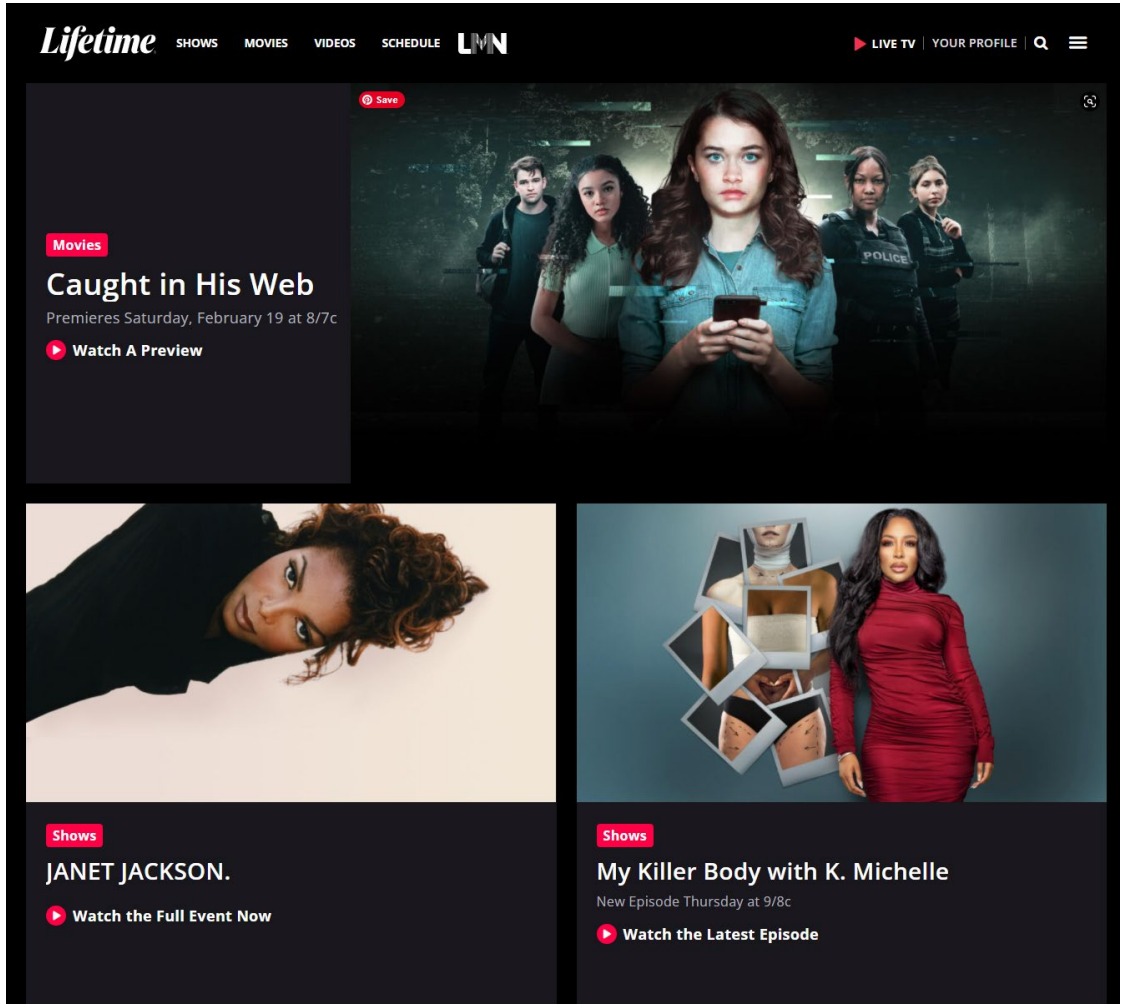


What is the goal of both of these sites?

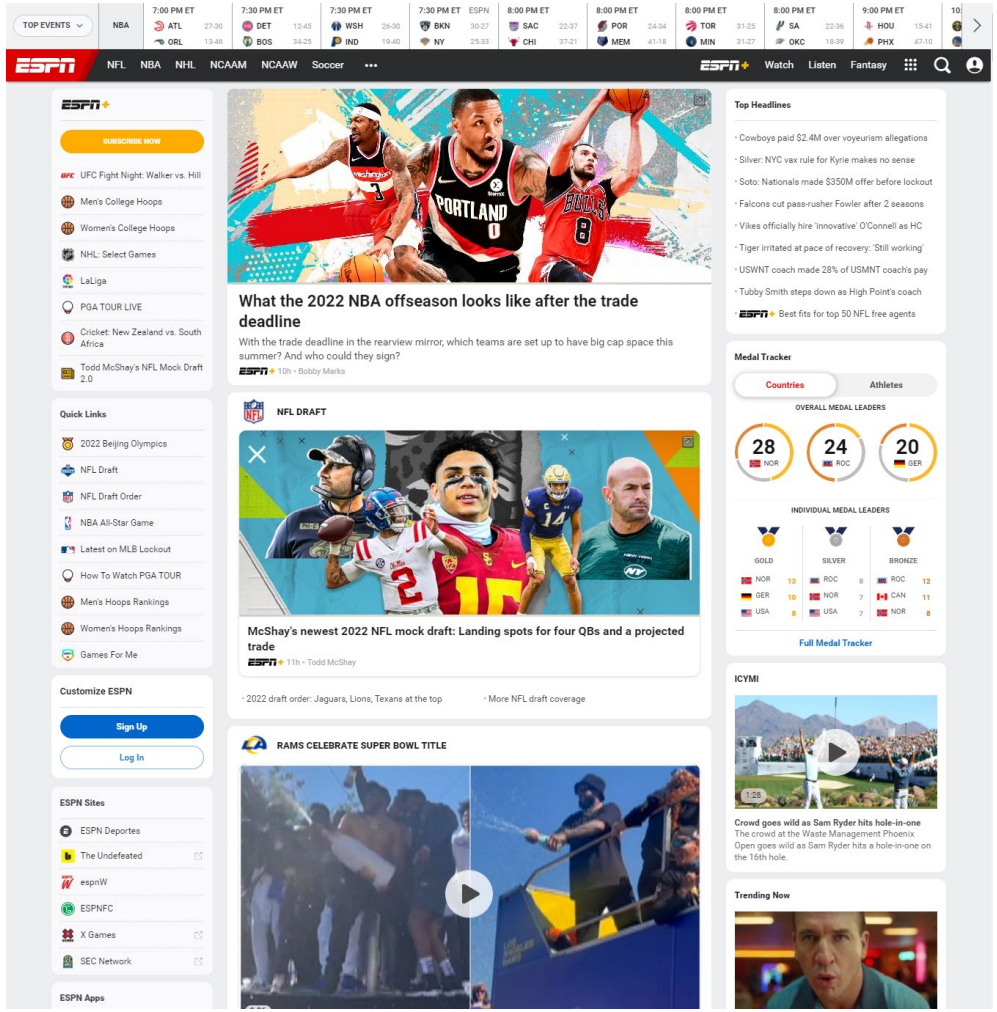
To promote the programming of the station.

What differences do you see?

Lifetime



ESPN



Don’t design for any audience. Design for YOUR audience.

Two Banking Employees

Terry Teller

Betty Banker

Persona 1

Terry Teller

- 19-year-old female
- Graduated in June (barely) from Dorchester High School
- First job
- Lives at home
- Outside of work loves to go to dance clubs
- Great with people
- Efficient handling money
- Wants training to be relevant

Persona 2

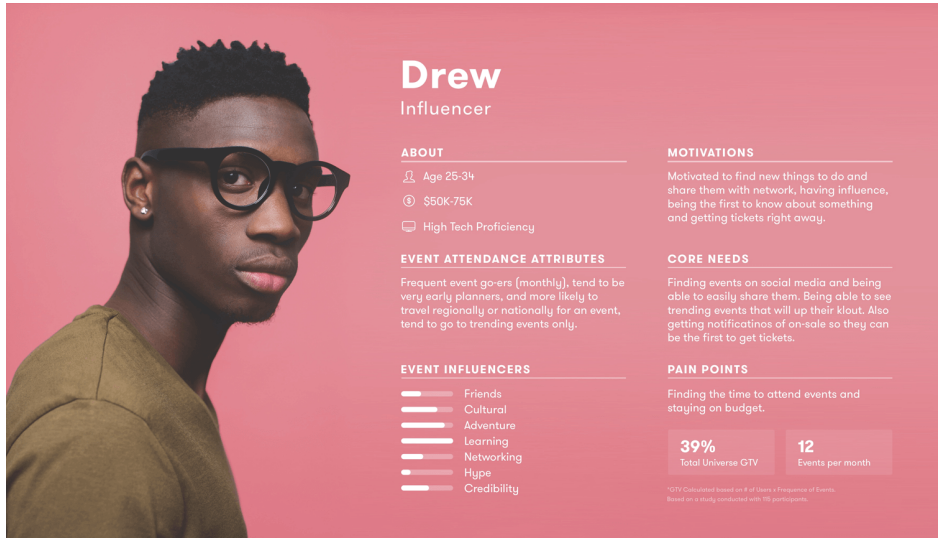
Betty Banker

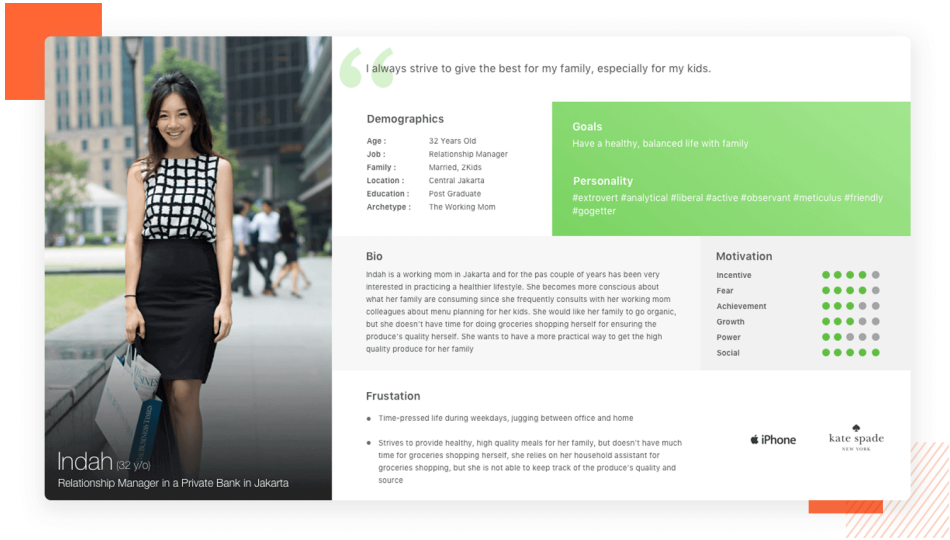
- 61-year-old female
- Worked at the bank for 40 years
- Great with people – knows everyone's name, as well as details about all her customers
- Rides a bike to work since she lives in the neighborhood
- Married, 3 kids, 4 grandkids
- College graduate
- Wants training that includes details that apply to her job
- A little skittish about new technology

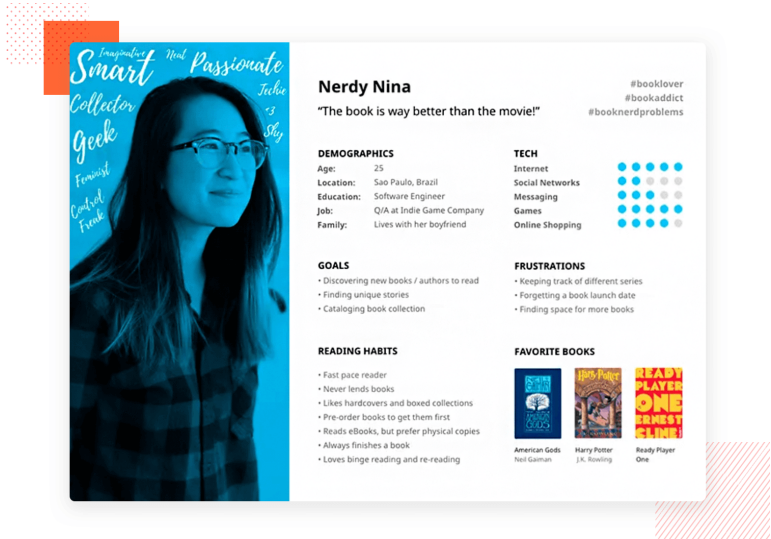
Personas

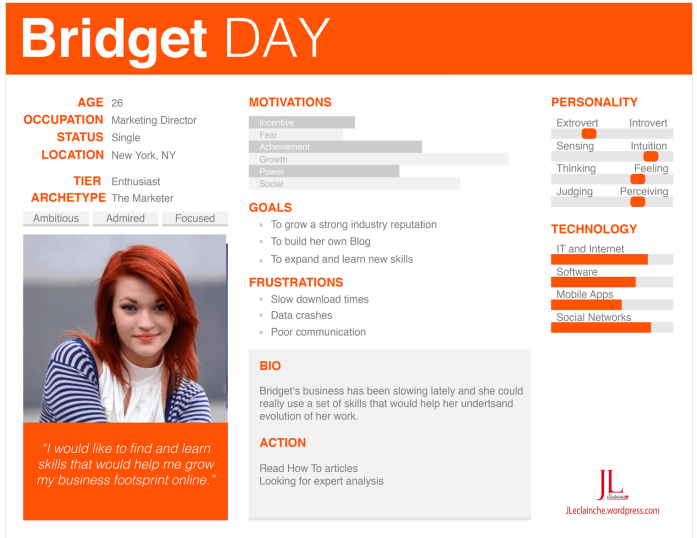
Aid in uncovering universal features and functionality

- Represent a major user group of the audience
- Express and focus on the major needs and expectations of the most important user groups
- Give a clear picture of the user's expectations and how they will likely use the product or service
- Describe real people with backgrounds, goals, and values









Samples from https://www.justinmind.com/blog/user-persona-templates/

Aunt Florence
Uncle Jacob
Bertie

Find a partner and create an aggregate persona of the two of you.

You will have 10 minutes.

Always start with data. What do you know about your people?

Ask

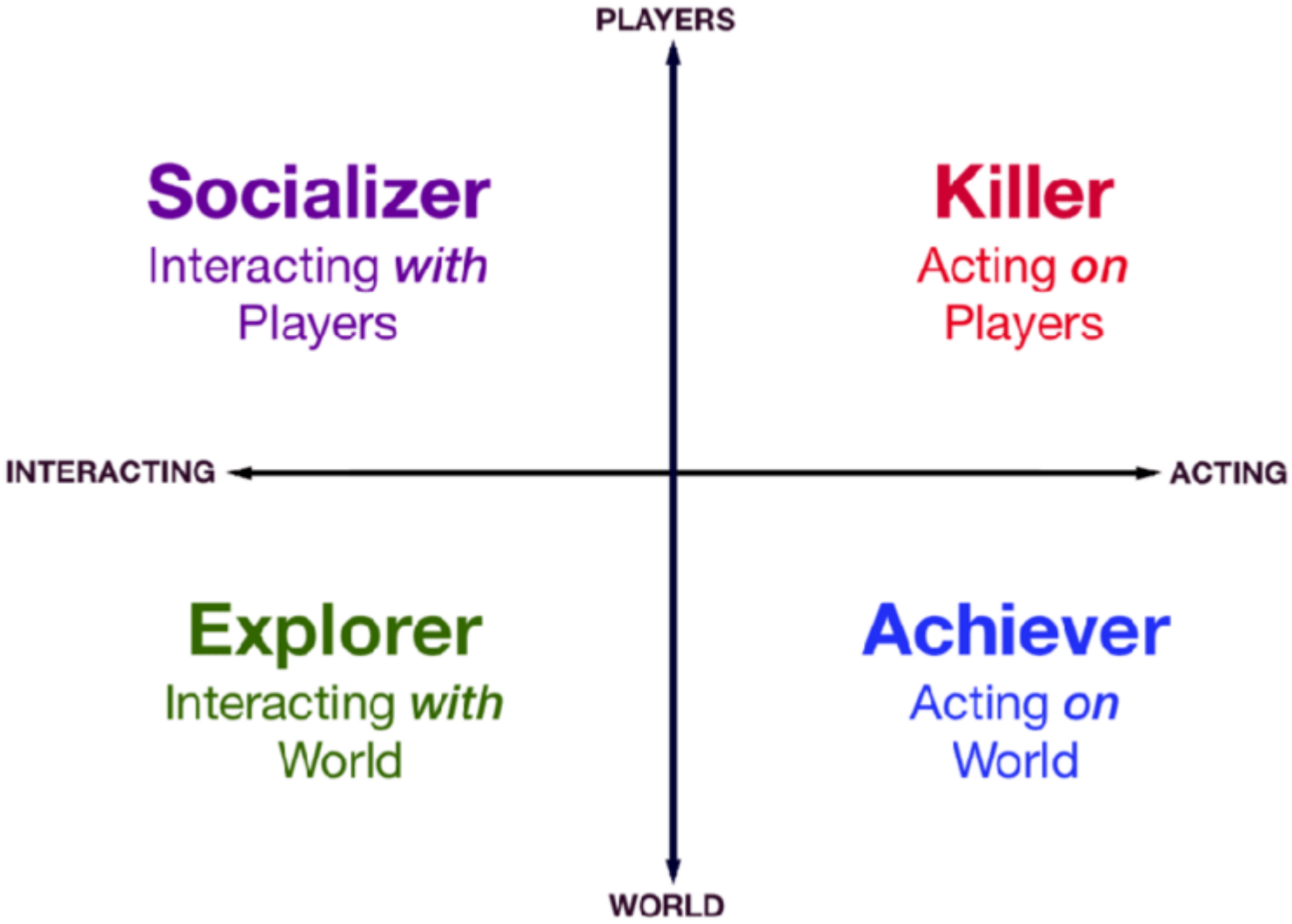
- Who are our users?
- Why are they using (or would they need) our product or service?
- What behaviors, assumptions, and expectations color their views?

This Photo by Unknown Author is licensed under CC BY-SA

Types of Data to Collect

- Age
- Location
- Language
- Income
- Buying Behavior
- Interests
- Activities
- Education
- Job title
- Job responsibilities
- Family status
- Goals

Bartle's Player Types



https://matthewbarr.co.uk/bartle/

Data we have collected:

Demographics

- Average age
- Gender
- Education
- Experience level
- Job title

Needs

- Goals
- Obstacles
- Expectations

Gaming Identity

- Player type

GamiCon Orlando 2022

There's Magic in the KNOW HOW

APPLESTAR PRODUCTIONS | STICKY LEARNING

Your Job: Create a Persona
(two or three if you have time!)

- Based on our demographics
- Find an image to represent your persona, and give him/her/them a name
- Create a bio of your persona like Betty Banker or Terry Teller
- Add details about goals, challenges and assumptions
- Build in PowerPoint, Google Slides or a wireframe or layout program
- Go to images.google.com and look for **persona template** for layout ideas

Personas envision an aggregate of who your users/customers are