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Interactive Multimedia

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Persona 1: A person over 50. This persona is representative of the older generation, that did not grow up with the same level of multimedia that we have. When designing the project their understanding of modern technology will have to be considered. While everyone is different, there are certainly a large amount of older people who just do not grasp modern tech and multimedia in the way that the younger generations do. It is important that the design of project 1 be accessible to people who may not have the strongest multimedia. Another consideration for this persona will be perspective. Multimedia has changed the way the world works in so many ways, especially in regards to the ways that people today support themselves financially. Older generations may not be entirely aware of how much everything has changed. Finally, for this persona I must consider how to make them care. A lot of older people who are used to living without certain modern pieces of technology, would prefer to just continue that way rather than learn how to use it. Many of them likely do not feel as though multimedia applies or matters to them, and it is important to consider how to relate to them how multimedia can and perhaps already does help them.

Persona 2: A millennial. This persona is representative of the current generation that has grown up with modern tech and multimedia, and is familiar with much of it. An important thing to consider for this persona when designing the project is how to maintain interest. Young people may feel that this is stuff they already know, so it is important to think about how to keep it interesting for them and perhaps bring up less obvious ideas they might not be familiar with. It will also be important to consider the aesthetic and attractiveness of the design. As this persona will be very accustomed to and familiar with multimedia, they will be more savvy in regards to the way things look. They know how much can be done with programs like powerpoint and will know when something looks rushed or unprofessional. Lastly it is also necessary to consider just how tech savvy this persona would be. The average millennial has basic concept of a lot of the concepts discussed in multimedia, but the level to which that understanding goes varies highly. Some just know the basics while others have studied them in depth. So it is important to consider how to discuss these concepts without alienating either.

Persona 3: Business executive: This persona is representative of the corporate side of things, people who are more about the bottom line and how this can help them. For this persona, applicability must be considered. Corporations are largely about profitability, and this persona will want to know how the concepts presented in this project can be used to help them in their business. Risk must also be considered, as executives will be wary of anything that could potentially hurt their business. Therefore it will be important to reassure them either of why any potential risk would be worth it or why the risk is in fact low, etc. Also, for this persona, it is necessary to consider immediacy. Business is largely about the bottom line, and so for this persona it will be important to get to the point, so to speak. How multimedia applies to them, why it would help them, and why they should care, should be made clear and concise to this persona.