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Caruso

Multimedia I

Persona 1: Savvy College Students

1. - Have easily accessible presets for more experienced or savvy users

2. - Have a highly-customizable interface

3. - Support several devices and ways for the user to interact with the media

Persona 2: Children

1. - Include simple and easily accessible tutorial aimed at newer or younger consumers to improve their experience and set them off in the right direction

2. - Use simple and easy to understand terminology

3. - Include the option to set parental locks and filters

Persona 3: Middle-aged adults to seniors

1. - Include several different text sizes for those who are visually impaired

2. - Have the intended purpose or function of the program to be clear to avoid confusion

3. - Use general lingo to include a wide age-demographic of users.