**Personas** Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Hr. \_\_\_\_\_

Keep in mind, creating a persona is more about the WHY instead of the HOW. Go to the class website (nhscps@weebly.com) and view videos under the “Project - Persona” tab.

1. What is a Persona? (Explain in your own words.)

2. Why are Personas needed? (Explain in your own words.)

3. How to create:

1. What you Need:
	1. Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	2. Photo:
	3. Role of User (Details):
	4. Description (Goal):

4. Why would “Pitfalls” hinder the development of Personas?

1. Using photos of celebrities.
2. Narrowly defining the backstory.