Issues of Human Computer Interactions and System Developments

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5. **DIFFERENT ROLE OF PERSONAS**

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**ABSTRACT**

Personas can be used in a variety of ways. The use of personas is explored in different contexts such as a tool for requirements elicitation, marketing purposes and development application for museum/gallery visitor.

**5.1 LITERATURE REVIEW**

The use of personas is explored in the context of using it as a tool. “Personas are fictional people. They have names, likenesses, clothes, occupations, families, friends, pets, possessions, and so forth. They have age, gender, ethnicity, educational achievement, and socioeconomic status. They have life stories, goals and tasks. Scenarios can be constructed around personas, but the personas come first. They are not ‘agents’ or ‘actors’ in a script, they are people” (Grudin and Pruitt, 2002, pg.146). In other words, a persona is a representation of a user that is given name and a face, and it is carefully portrayed in terms of needs, goals and tasks (Blomquist and Arvola, 2002). In most cases, personas are synthesized from data collected from interviews, observations and/or quantitative data analyses (Pruitt and Grudin, 2003). They are captured in a range of formats that typically include behaviour patterns, goals, skills, attitudes, thoughts and feelings (Blythe and Wright, 2006). In general, personas are rich representation of users that act as a trigger for empathy.