

20 Mins Understanding Personas:

Imagine and jot down actions · thoughts · emotions of the persona

The central graphic features a persona card for 'Jane' with the following details:

- Virtual World Explorer:** Jane
- Tags:** #VirtualTravel #RolePlay #Chitchat #Space Decoration #Indirect Satisfaction
- Profile:** Jane is a sociable and popular friend who loves chatting, board games, and escape rooms with her friends. During remote learning due to COVID-19, she and her friends have been creating avatars and playing 'Adopt Me' in Roblox, enjoying role-playing scenarios. They create unique avatars for each game, immersing themselves in role-play. Jane easily befriends users who communicate well and invites them to existing worlds. She uses her mobile to capture memorable moments with online friends. She also enjoys decorating her room, though she wishes she could build houses as beautifully as some others.
- Personality Factors:** Generosity, Empathy, Social, Self Expression, Individuality, Creativity.
- NPTI (Nexon Personality Type Indicator):** A grid showing scores for Extraversion, Agreeableness, Diligence, Neuroticism, and Openness.
- Goal:**
 - Daily chats and play with friends
 - Exploring future dreams through extracurricular activities
 - Creating and inviting friends to online space
 - Recording enjoyable moments with friends
 - Meeting and chatting with like-minded friends in games
- Challenges:**
 - Reduced socializing due to COVID-19
 - Friends left gaming for academics
 - Struggling with creating content, e.g., space, games
 - Few people share game content on social media
 - Limited allowance hinders item purchases
- Personal Info:** Age: 14, Middle School Student; Hobby: Board Games, Chatting; Preferred Genre: Sandbox, Casual; Social Media: Instagram, TikTok; Game: Roblox, ZEPETO.

Surrounding the card are several white boxes with text:

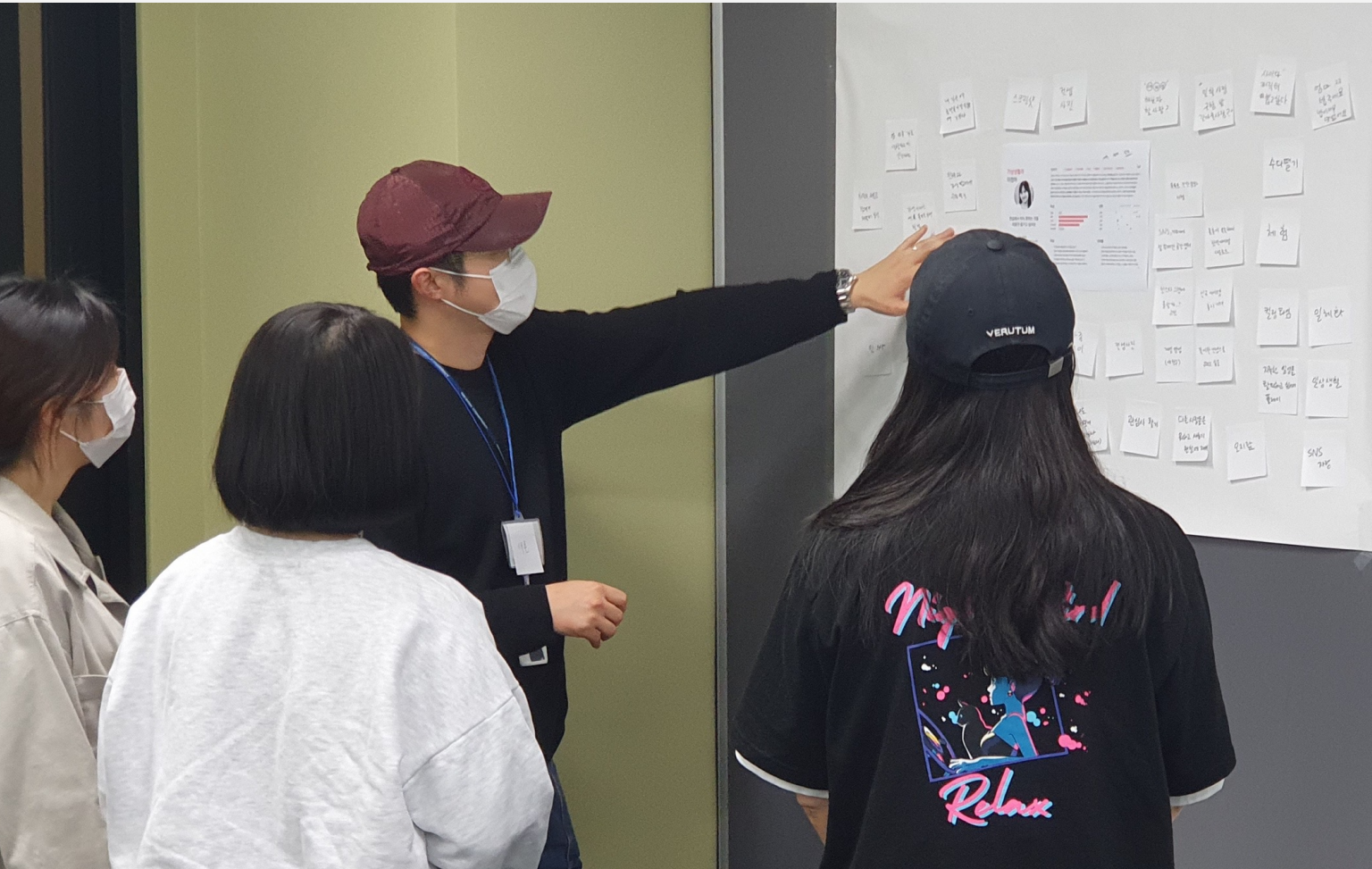
- Top-left: Concern, Think
- Top-center: Say, Concern
- Top-right: Habit, Think
- Middle-left: Feel, Goal
- Middle: Challenge
- Middle-right: Challenge, Say
- Bottom-left: Concern
- Bottom-center: Habit
- Bottom-right: Goal, Habit

When playing a game:

- ✓ Goals
- ✓ Challenges
- ✓ Concerns
- ✓ Habits
- ✓ Do · Say
- ✓ Think · Feel
- ✓ Hear · See
- ...

10 Mins **Understanding Personas:**

Share what you've written with the rest of the group



Presenter

- Share it from the perspective of the assigned persona.

Listeners

- If you think of additional points, as you listen, jot them down on a sticky note.