Project Installment 4

In this installment, you'll flesh out your skeletons into full-blown personas, including foundations for the underserved population one. You'll also turn in a set of concept drawings based on your persona attributes.

Grading Criteria for Project Installment 4

Total: 30 points

[15 points] Gestation stuff:
1. **10 points:** Underserved population:
    a. **[5 points]** Persona, 1 persona you developed from your selected skeleton.
    b. **[5 points]** Make it "Persona Foundation Document". Must be fully footnoted and commented, with enough referencing based on your research.
    c. **Note:** <u>Up to 4 points will be deducted</u> if your work has "*Broken Data Flow*" problem. At this part this problem means you have not built your Persona based on your previous Skeleton or your foundation is not informing the Skeleton of your persona.

2. **5 points:** Mainstream population: A persona without foundation

[15 points] Persona Attributes and Concept Sketches:
1. **4 points:** Attributes
    - You should have <u>at least two</u> attributes
    - Attributes should be reflected in persona

2. **8 points:** Sketches
    - Each attribute should have at least two concept sketches.
    - Sketches should be self-explanatory or you should add a few line of explanation to it

3. **3 points:** Make sure to have ONE UI that works for both populations. Solutions should not be customized for different populations

4. **Note:** <u>Up to 4 points will be deducted</u> if your work has "*Broken Data Flow*" problem. At this part this problem means your attributes and concepts are not based on your persona's characteristics (Persona does not inform concepts).