Workshop/tutorial proposal

persceto

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INTRODUCTION

While collaboration and interaction has been the topic of a huge amount of research on the artistic use of digital media in the last couple of years, the focus has mainly been at the meeting between the viewer and an art piece, which is either fixed or evolving. We try to reverse the question and ask how real life collaboration using persona and scenario tools can support content creation in the field of art, interaction design and new media.

The role of scenarios in design has been to generate narrative descriptions of use. The role of personas in design has been to drive and control the process by creating hypothetical archetypes, these plays vital parts in the design process by articulating the personas with singular detail and precision. We have tried to look at and use ideas from other cultural domains such as fine arts, literature and film to generate more speculative methods for collaboration using scenarios and personas.

Usually scenarios are built upon the concept of selling arguments or concepts, and that could also be positive side effects of it. But it is more important to fetch the narrative qualities and the conflicts that could arise with the integrations of personas and scenarios. Personas created as an image of the perfect human is less expected to generate creative ideas, but a persona with flaws and diversities is more likely to produce some unexpected results. The drama occurring within the interplay of personas within the scenarios can also create bounds within the design team.

We offer a tool and a process where we let the personas and the scenario merge to an enhancement of both methods.

Our design process has a determined order:

1. Framing the design issue

2. Configuration of the scenarios and persona components

3. Action within context using the scenario and personas

4. Deliverable in a specific media

The action within the scenario is directed with the co-creators personification of either a persona or himself. Taking the persona with relation to the predetermined problem frame on a trip through an explorative and dynamically created scenario, where design decisions are allowed to happen through out the whole process. It will give an outcome that is not only something deliverable but also a much more defined and tested design concept. For the last two years we have tried to develop series of interaction design relevant components from specific hardware to software applications to be able to explore our design in a more thoroughly way.

Workshop/tutorial

Since new media itself has matured, the process of content creation is no longer depended on the predecessors more traditional and linear methods of content development, instead every part of the process is constantly changing the way we author, program and express our ideas. By using different open and dynamic components in relation to a very specific format of communicating, we try to develop methods for involving others in our design process where we take a very active roll in putting up the specific constraints and possibilities for our field of investigation. We have mainly used it for developing game concepts in mobile contexts and to generate characters for computer games.

The workshop/tutorial will explore the use of personas and scenarios prototypes in specific contexts. (We are open for suggestions).

The scenario-tool is built upon the use of a digital camera and a simple comic book metaphor; it lets the user insert text in "speech bubbles", "thought bubbles" and "information squares" I relation to the images. The user can place, move, and edit these at the imported pictures that will create the scenario. In the end the user will have a fully presentable scenario in the format of a comic book. This format is used because it's a format that is wildly known and it's easy to both understand and to use to create new stories.

The persona-tool is built around a deck of card that is designed uniquely for every project. By enter the card on a digital game board the user both explore the characteristics of its persona and at the same time creating a story of the persona that make the persona come alive.

At the conference we would like to invite people to try our prototypes in three different ways.

1.   Here we will invite people to set-up and act out the given scenarios using digital cameras. We are interested to se how the creation of scenarios could be used as an object to capture design issues and questions rather than its common use as the illustration and presentation of use.

2.   Here we will invite people to play with a deck of cards that hold all of the future personas characteristics. By introducing the cards on a digital game board the user can create a persona with its personal histories and events in life. The persona will have more than neutral properties as age and a social status; it will also contain special faults and flaws to put the user in front of new design issues.

3.   Here we will invite people to follow a persona through a scenario together with the personas, taking the consequences of both the created scenarios and personas.

The outcome of the workshop/tutorial will be published on a website and presented as a comic book.

Title and Authors

Artist Michael Johansson. **Education** • Royal academy of fine arts Copenhagen 1984 – 1990 **Exhibitions** about fifty solo and group exhibitions both in Scandinavia and abroad Represented Moderna Museet Stockholm, malmö art museum and rooseum **Teaching** interaction design master program Malmö university since 1998 **Research** Malmö university art & technology and interactive institute space and virtuality **Papers** Games for architecture, common playground, Designer or artisan and fieldasy.

Johan Salo and Magnus Wallon are interaction designers and they are currently working on their master thesis at K3, University of Malmö.