Executive Summary

Workshop on SHAPES Personas and Use Cases

As the leader of SHAPES Work Package 2, the University Palacký in Olomouc will present its work in a short presentation and later in an interactive workshop.

During the past six months, the UP team developed various personas of older adults covering the stories of their lives, daily challenges and needs they might be addressed through technologies. Persona, known also as "user persona", is a detailed description of a fictional person (often a composite of real individuals) used to communicate the key motivations, concerns, and interests of a user group. Personas include fictitious characters described in narrative form in order to help solve design questions.

Personas enable designers to better focus on primary users, especially on their behavioural patterns and user needs. They provide a basic prototype of persons/users for the interaction of a person with a product/digital solution. Data for the personas were gathered from different sources.

Each persona shows a different story. During the workshop participants will be invited to share their ideas and insights how to support the persons. We will dig deeper into each character.

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Moreover, we will get familiar with their needs.
The goal of the session is to get to know the persona in order to brainstorm and create ideas of:

- What the persona needs in their life?
- What are their everyday challenges?
- What technologies could be beneficial for them?

An open discussion in smaller groups will give the opportunity for everyone to bring their ideas and solutions.