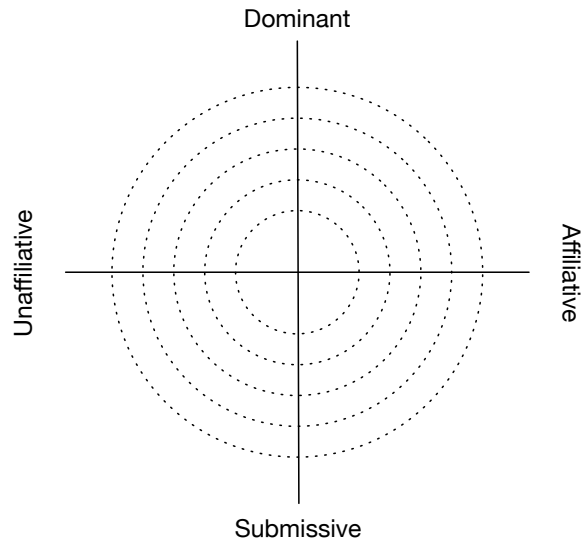


Design Studio: Design Persona

Brand Traits

1. _____
...but not _____
2. _____
...but not _____
3. _____
...but not _____
4. _____
...but not _____
5. _____
...but not _____

Personality Map



Response Examples

Greeting/Welcome:

Success Feedback:

Error Feedback (user did something incorrectly):

System Error (non-critical):

System Fail (critical):

Engagement Methods

Surprise & Delight:

Anticipation:

Rewards:

References:

- Walter, A. [2011]. Designing for Emotion. New York, New York: A Book Apart.