

3D Persona - Example



Role: Pain-free Pauline

User type:

[Consumer; business] patient

Familiarity with VR/AR:

[New / Some / Moderate / Advanced]

Emotional sensitivity:

[E.g. Primarily concerned with pain and fear management]

Emotion target:

[E.g. Feel relaxed]

Mood goal:

[E.g. Keep Pauline in a pleasant state]

Presence goal:

Feeling in space [Passive / Active / Other]

User goals:

[E.g. Pop some balloons and float the rest of the balloons up]

User tasks:

[E.g. Pop all the red balloons, and then collect the remaining blue balloons and float them upwards towards a circle in the ceiling]

Story arc:

[E.g. The red balloons represent a sense of overcoming one's fears, while the blue balloons provide a sense of freedom and control over one's destiny.]

Agency:

[Start, middle, end, everywhere]

Diegetic events:

[E.g. Characters appear to congratulate Pauline when a balloon passes through the circle]

Sound events:

[E.g. Relaxing, calming sounds: birds chirping, water flowing softly]

Movement events:

[E.g. Simple controller that allows Pauline to select and control the balloons]