FEEDFORWARD
REMIX YOUR INFORMATION ENVIRONMENT

Persona: Zoe, 13 June 2007

Zoe Pascal

"Inspire me!"

profile

Zoe is very enthusiastic about visual art, and has been working on a portfolio of pieces using a lot of digital collage. She's been using Flickr and doing Google Image searches, but keeps coming back to a few key themes.

She recently started on a local part-time course in Visual Arts which has a series of structured activities that she needs to keep on top of - she has two part-time jobs, waitressing and working as a volunteer at a community project, and sometimes finds it difficult to keep track of everything.

background

* 20 years old, single, female
* GCSEs
* Currently studying part-time diploma in Visual Arts; working in a cafe
* Like using the Internet, especially Flickr and MySpace
* No real interest in using bibliographic services - prefers using books
* Very visually-oriented

attributes

* younger
* experimenter - possible early adopter, but high threshold for retention
* less experienced with computers and internet
* less experienced in research

user needs

* Be provoked by inspiring images
* Produce new collages from Internet images
* Keep up to date on what other students (who aren't MySpace users) are creating
* Keep notified of course activities and deadlines
* very visual mode of thinking and working

scenario	needs	feature	behaviour
Zoe wants to add images using particular Flickr tags to her mix	* Ease of use	* Input Manager	Zoe drags the URLs of the tags from her browser onto a blank FeedForward InputManager. The application does a quick behind-the-scenes check of the site and discovers an RSS feed for the photostream. It adds each one as a new input source
She wants to sort and play with the images to see if any combinations look interesting	*Serendipity *Flexibility *Visual sorting *Speed	*Mixer *Radar *Context *Items View	Zoe plays with the Mixer sliders to alter the composition of items in the Radar. She uses the Tiles view of Radar, which shows previews in squares. Zoe creates a new context called "Friction", and opens its Storyboard. She drags items into it from the Radar, and moves and resizes the items to make an interesting display
Zoe decides she wants to make a full work based on the items she has collected and arranged. She wants to make a large-scale work so needs the full images not previews.	*Flexible export	*Items View *Images Conduit	Zoe drags the "Friction" context onto the Images conduit. The conduit pops up a "select folder location" dialog, and Zoe selects the Desktop. FeedForward inspects the items and extracts the image links; it then downloads the images to Zoe's Desktop. She constructs a collage using the printouts of the images plus a range of other media, and then scans the result.
She decides to show a small preview of her work via her blog	*Ease of editing *Ease of publishing	*Context *Atom Conduit with Attachments feature	Zoe selects "Friction" in Contexts, and in the Storyboard view clicks the "New entry" icon. The Entry Editor launches, and she writes a quick bit of text about the work. She clicks the "image" icon in the Editor and selects the collage JPG on her desktop. She clicks Save, and the Entry sits on the Storyboard. She then drags the entry onto the "Zoe's Blog" icon, and the application publishes the entry and uploads the image attachment.

Other scenarios for this user?

Course activities Peer monitoring

Or another persona?