

Issues of

# Human Computer Interactions and System Developments

**Sofianiza Abd Malik**



IIUM PRESS

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

**ISSUES OF HUMAN COMPUTER  
INTERACTIONS AND SYSTEM  
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**Editors**

Sofianiza Abd Malik



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# CONTENTS

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<b>DEDICATION</b> .....	<i>iii</i>
<b>PREFACE</b> .....	<i>vii</i>
<b>ACKNOWLEDGEMENT</b> .....	<i>viii</i>
<b>INTRODUCTION</b> .....	<i>ix</i>
<b>LIST OF ABBREVIATIONS</b> .....	<i>x</i>
<b>1. User Experience On Educational Websites' Search Engine</b> <i>Murni Mahmud, Idyawati Hussein, Sofianiza Abd Malik</i> .....	<i>1</i>
<b>2. Cultural Differences In Use Of Mobile Phones By Older People</b> <i>Sofiniza Abd Malik, Alistair Edwards</i> .....	<i>9</i>
<b>3. Older World: Developed Versus Developing Countries</b> <i>Sofiniza Abd Malik</i> .....	<i>15</i>
<b>4. What Is Age?</b> <i>Sofiniza Abd Malik, Alistair Edwards</i> .....	<i>25</i>
<b>5. Different Role Of Personas</b> <i>Sofiniza Abd Malik, Alistair Edwards</i> .....	<i>31</i>
<b>6. Tagging Web Images For Blind Users</b> <i>Ahmad Fatzilah Misman, Peter Blanchfield</i> .....	<i>41</i>
<b>7. Human-Computer Interaction Within The Malaysian University Curriculum</b> <i>Murni Mahmud, Idyawati Hussein, Abu Osman Md. Tap</i> .....	<i>51</i>

<b>8. A Preliminary Study: Malaysian Women In Human-Computer Interaction Practices</b>	
<i>Murni Mahmud, Idyawati Hussein, Abu Osman Md. Tap</i> .....	65
<b>9. Bab E-Syifa' Clinic Administration System</b>	
<i>Mohd Danel Abu Bakar, Roslina Othman</i> .....	71
<b>10. Malaysian Teachers Network Portal</b>	
<i>Mohd Naim Abdul Hamid, Roslina Othman</i> .....	91

## 5. DIFFERENT ROLE OF PERSONAS

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### ABSTRACT

Personas can be used in a variety of ways. The use of personas is explored in different contexts such as a tool for requirements elicitation, marketing purposes and development application for museum/gallery visitor.

### 5.1 LITERATURE REVIEW

The use of personas is explored in the context of using it as a tool. "Personas are fictional people. They have names, likenesses, clothes, occupations, families, friends, pets, possessions, and so forth. They have age, gender, ethnicity, educational achievement, and socioeconomic status. They have life stories, goals and tasks. Scenarios can be constructed around personas, but the personas come first. They are not 'agents' or 'actors' in a script, they are people" (Grudin and Pruitt, 2002, pg.146). In other words, a persona is a representation of a user that is given name and a face, and it is carefully portrayed in terms of needs, goals and tasks (Blomquist and Arvola, 2002). In most cases, personas are synthesized from data collected from interviews, observations and/or quantitative data analyses (Pruitt and Grudin, 2003). They are captured in a range of formats that typically include behaviour patterns, goals, skills, attitudes, thoughts and feelings (Blythe and Wright, 2006). In general, personas are rich representation of users that act as a trigger for empathy.