









Hello



Hi

Boulder, CO
(40.014986, -105.270546)



Washington, DC
(38.904560, -77.038558)





Boulder, CO
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We're
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Washington, DC
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HOW USER JOURNEYS/ SCENARIOS CAN INFORM DECISIONS **LARGE** & SMALL

WHAT ARE USER SCENARIOS?

WHAT ARE USER SCENARIOS?





**DON'T YOU MEAN USER
STORIES?**

DON'T YOU MEAN USER
STORIES?

NO

Scenarios do not include system specific features

As a
I want
so that

Written sequences of actions and events that lead to an outcome.

- Good stories are standalone, short and testable,
- Bridge between users, designers and developers,
- A quick way to process new requirements

As a <role>
I want <feature>
so that <reason>

Written sequences of actions and events that lead to an outcome.

- Good stories are standalone, short and testable,
- Bridge between users, designers and developers,
- A quick way to process new requirements

- In UX design, a scenario is basically a story about someone (usually your users) carrying out a specific task or goal.
- Can be very detailed or very high level but should at least outline the:

<http://www.uxforthemasses.com/scenario-mapping/>

SO...

WHAT'S A USER SCENARIO?

- In UX design, a scenario is basically a story about someone (usually your users) carrying out a specific task or goal.
- Can be very detailed or very high level but should at least outline the:

WHO **WHAT** **WHEN** **WHERE** **WHY** and....**HOW**

**WHEN ARE THEY
USEFUL?**

WHEN ARE THEY USEFUL?



STRATEGY



REQUIREMENTS



DESIGN

WHAT DO THEY LOOK LIKE?

It depends on the goal or intended use and the audience

EXAMPLE 1

EXAMPLE 2

WHAT DO THEY LOOK LIKE?

It depends on the goal or intended use and the audience

EXAMPLE 1



EXAMPLE 2

EXAMPLE 1: Strategy



Strategic Decision Making

Current State: Existing business model and product delivery method

Product: A trial medication

Delivery Model: hospital based

EXAMPLE 1: The Client



Marketing & Business Execs

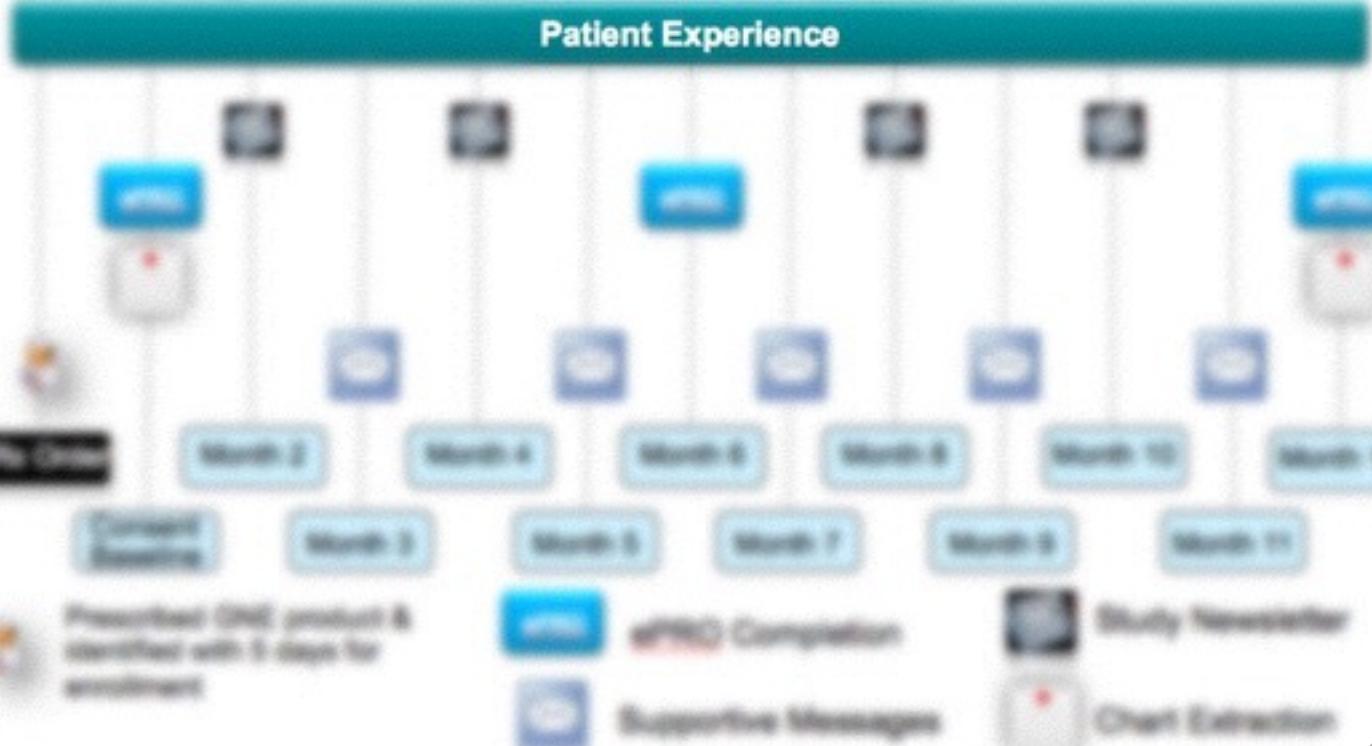


IT Exec

EXAMPLE 1: The Client

Case Example: Process Map

Study, clinical trial, or other research activity involving patients (international). Patient recruitment (CRF) completed by physician, patient sends aware of observational study by physician or Patient Services, patient receives study details and consent to participate, patient signs informed consent and medical record releases. Medical record releases transferred to client vendor, patient sent email for ePRO at 6 months and 12 months, chart data extracted at baseline and 12 months.



Case Example: Technology Components

Study, clinical trial, or other research activity involving patients (international). Patient recruitment (CRF) completed by physician, patient sends aware of observational study by physician or Patient Services, patient receives study details and consent to participate, patient signs informed consent and medical record releases. Medical record releases transferred to client vendor, patient sent email for ePRO at 6 months and 12 months, chart data extracted at baseline and 12 months.

- Study website
- Electronic signature for consent
- ePRO tool with survey logic
- Patient messaging – welcome (email, SMS)
- Fulfillment data capture
 - To mail copy of informed consent, if desired
 - To mail paper medical release form
- Secure file transfer process (for fulfillment, for chart extraction partner)
- ePRO survey tool (questions and electronic medical record review)
- Scheduler (using for communications)
- Patient messaging – ePRO (email, SMS, outbound phone call)
- eCRF's for client partner to enter data into ePatient system
- Reconciliation fulfillment
- Reporting tools
- Data download
- Data validation alerts with automated issue escalation (e.g., potential SAE)

"We think we've found a way to
drastically cut costs by changing
to an eDelivery model"



Marketing & Business Execs

"We can build it"



IT Exec

EXAMPLE 1: Client Questions



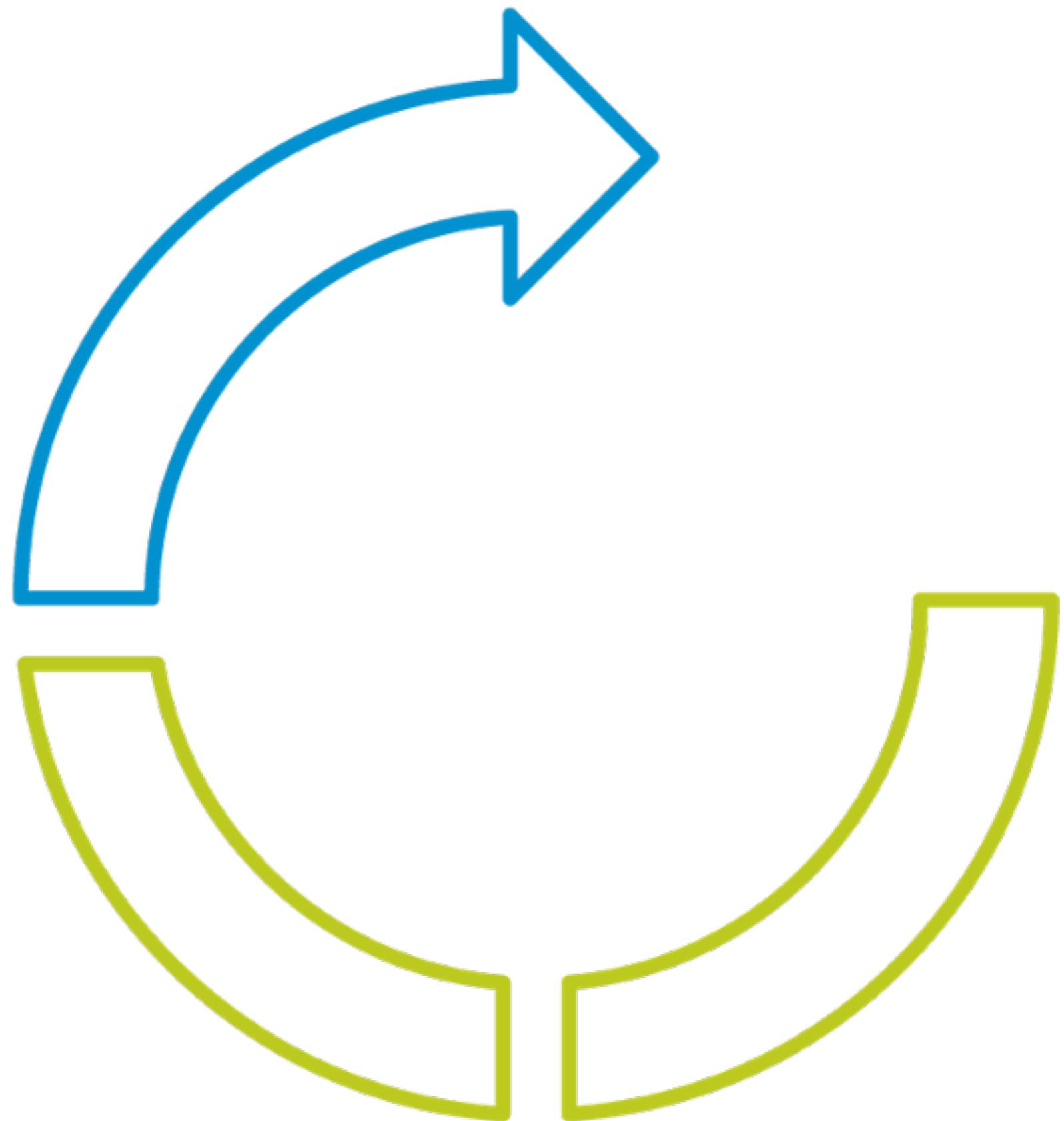
EXAMPLE 1: Client Questions



- 1** What would the new delivery model look like for users?
- 2** How could we leverage existing web based tools as part of the new process?
- 3** What are we not thinking about?

EXAMPLE 1: Process

EXAMPLE 1: Process



- Workshops with key business and technical stakeholders
- 1** Clarified business goals and problem space
 - 2** Captured vision for new business model

EXAMPLE 1: Persona

WHO ARE THEY?

EXAMPLE 1: Persona

WHO ARE THEY?

Cancer Patient

- Male or Female
- 18+ (not a minor)
- Somewhat technically savvy - have a smart phone
- Frequent web user
- Illness: Stage 3-4 lung cancer
- Has some level of knowledge about their own condition
- Have received some medical pre-screening (know their biomarkers)
- Have access to medical records
- Tried multiple drugs and treatments that have failed
- Have a consistent care giver
- This trial is a last resort

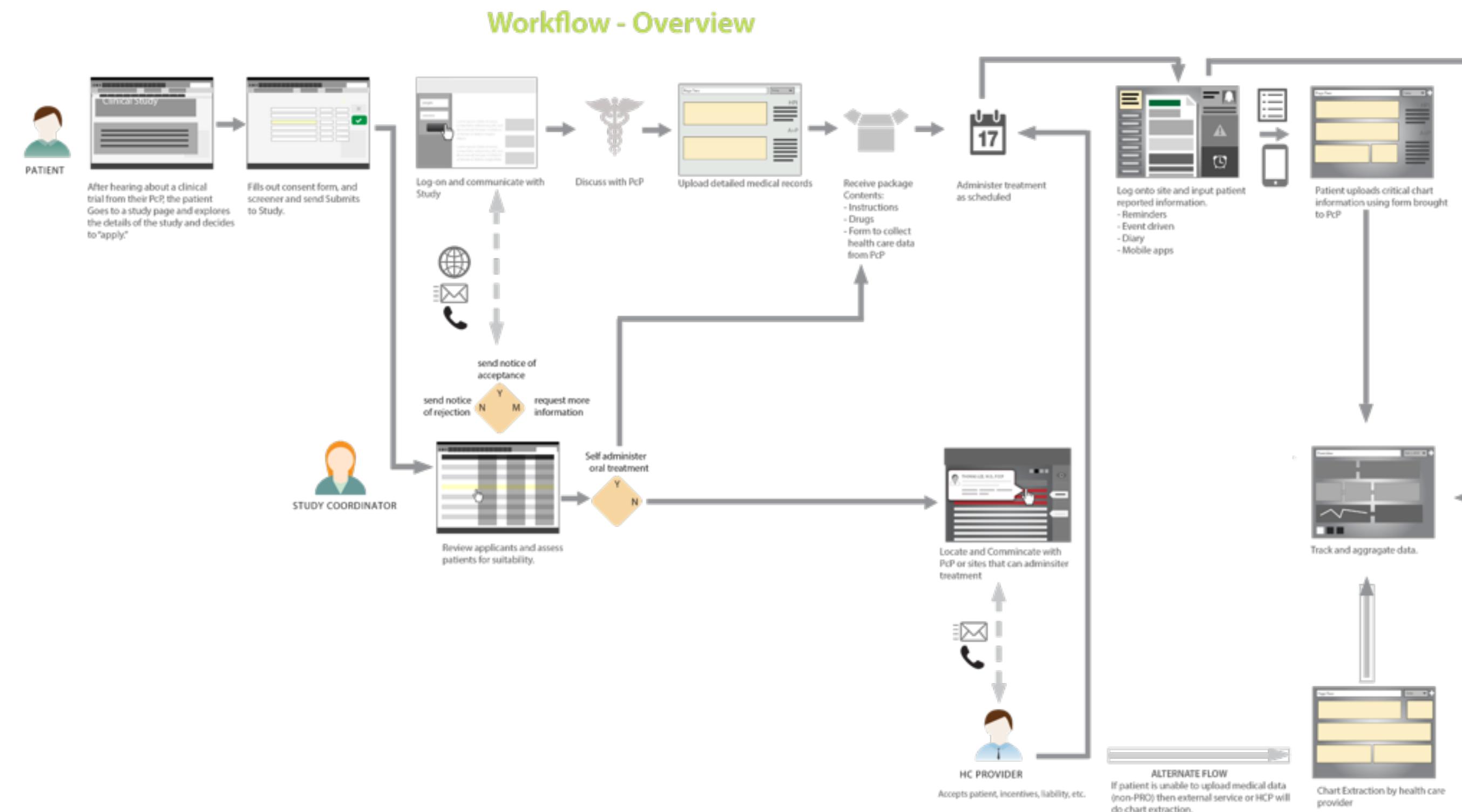


EXAMPLE 1: Workflows

VISUAL DIAGRAMS

EXAMPLE 1: Workflows

VISUAL DIAGRAMS



EXAMPLE 1: Workflows

VISUAL DIAGRAMS

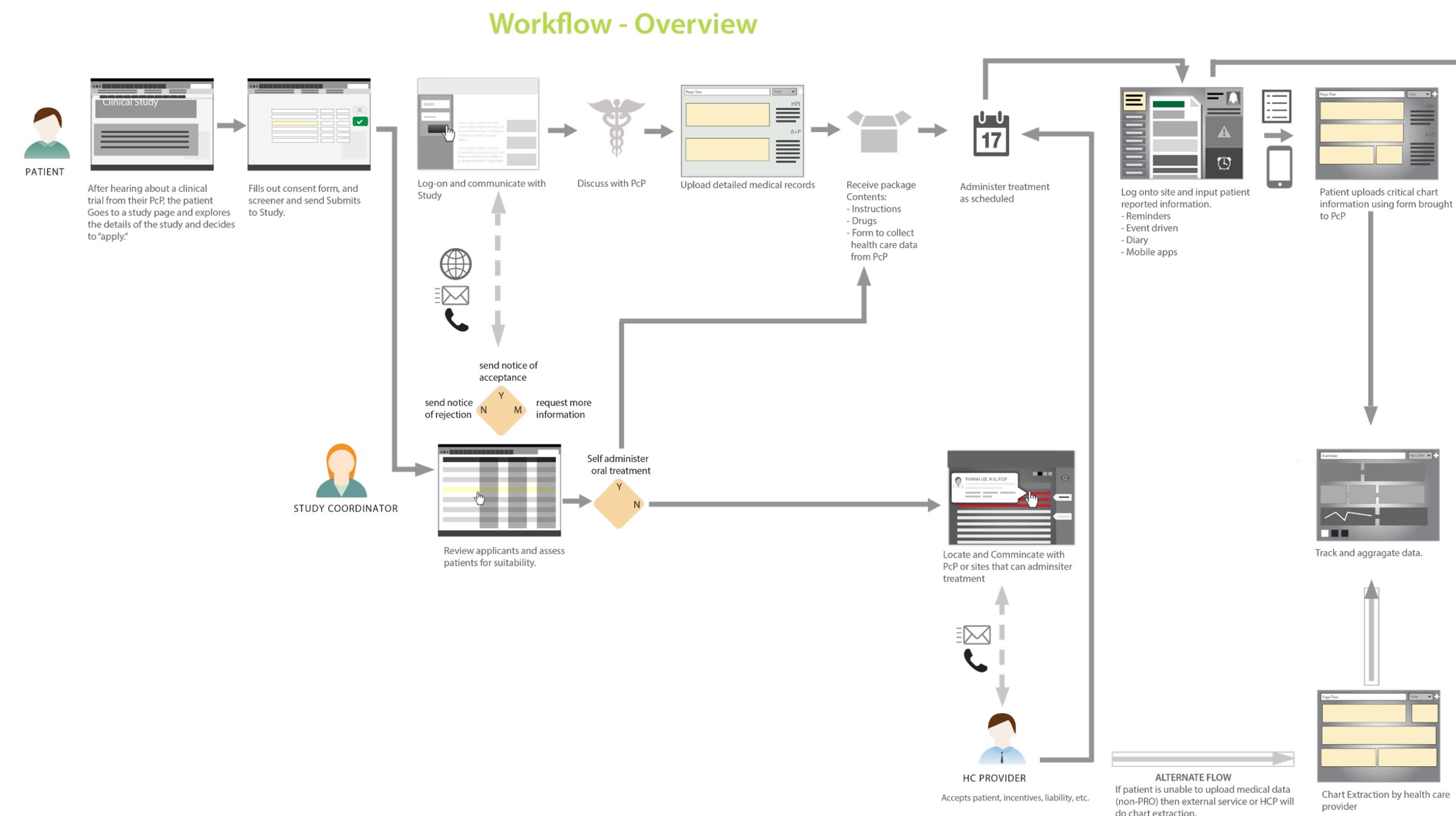


Impetus and motivations

- This trial is a last resort, they are very motivated

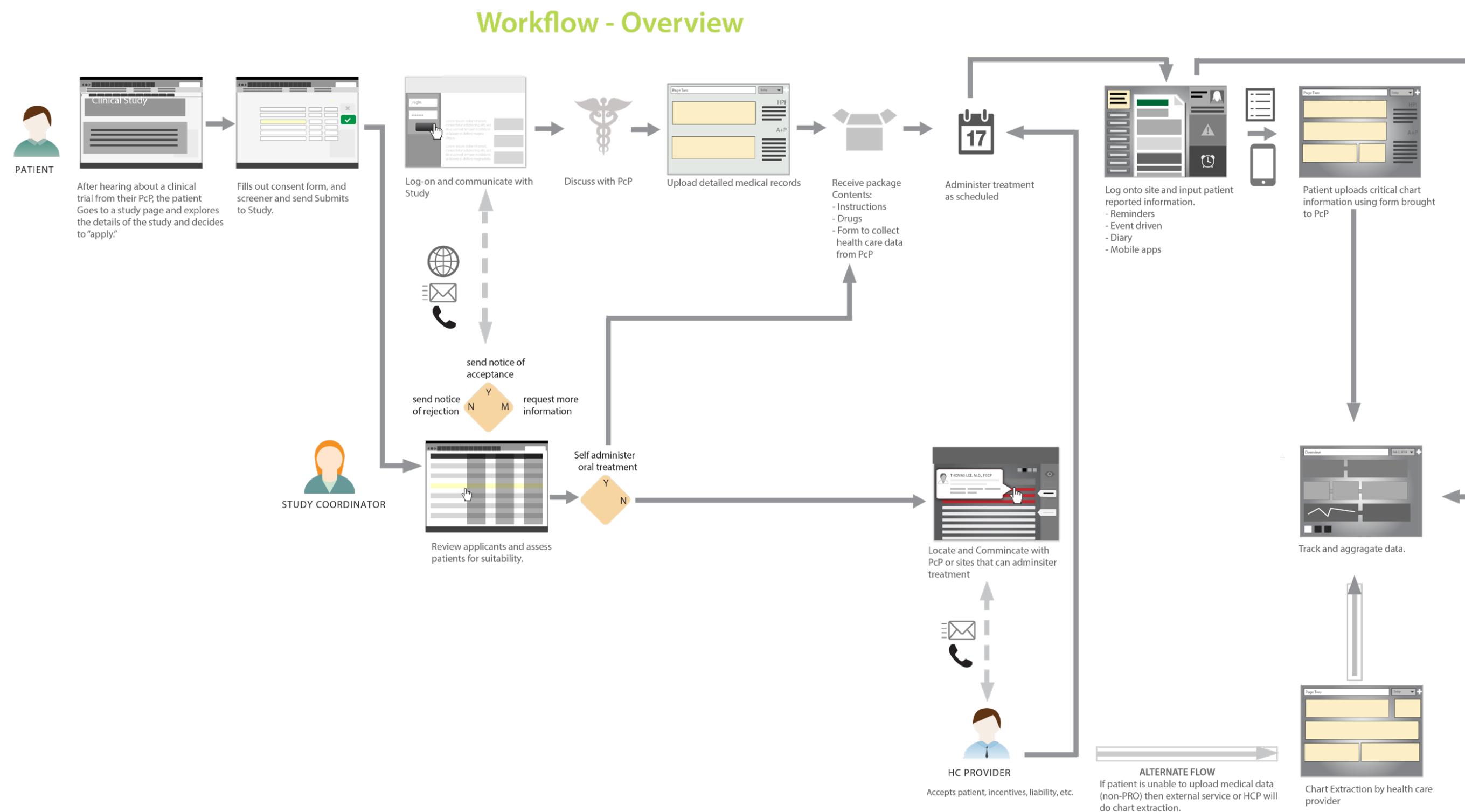
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VISUAL DIAGRAMS



EXAMPLE 1: Workflows

VISUAL DIAGRAMS

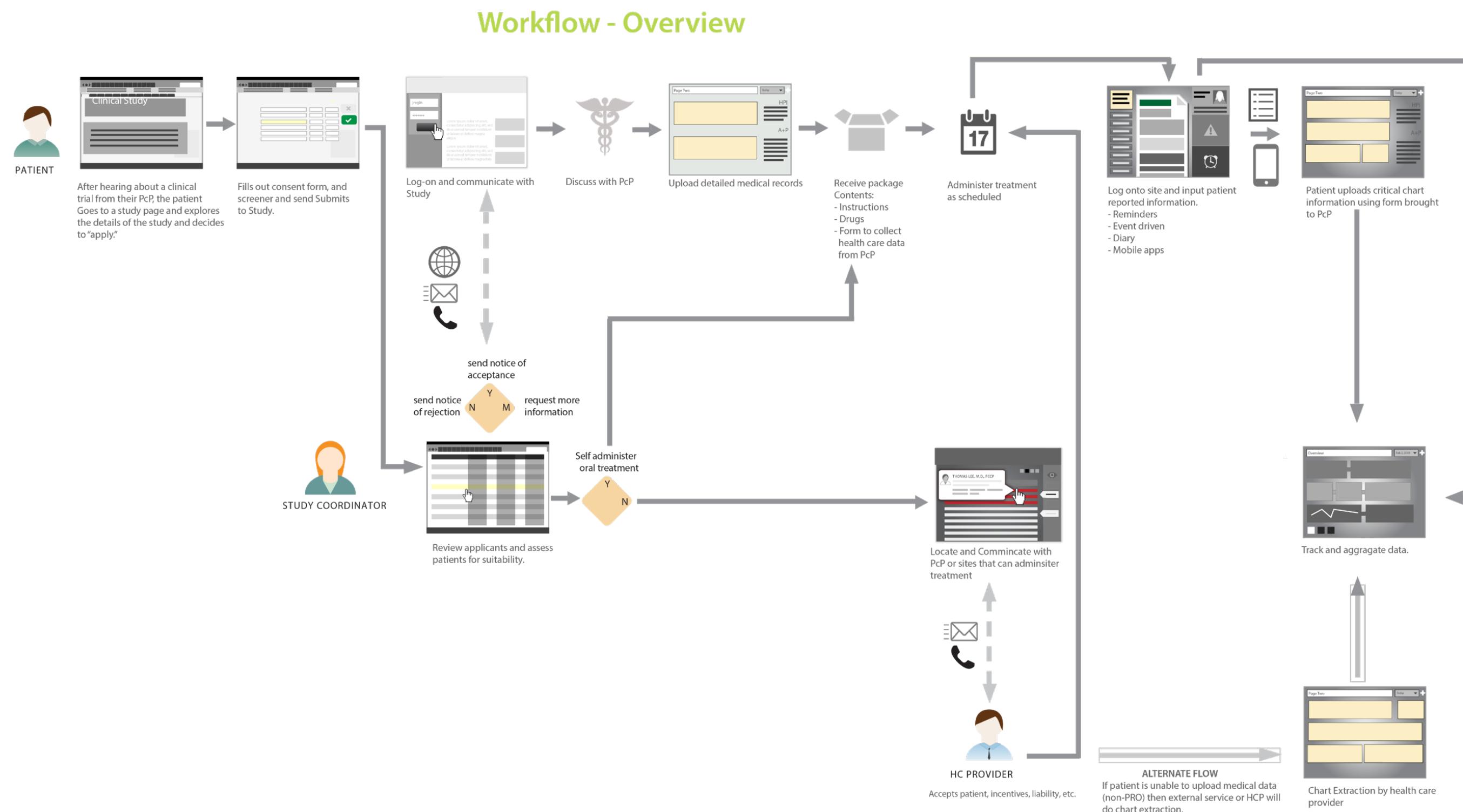


What is their environment?:

- At home
- In a hospital
- Other care environment (family/institutional)

EXAMPLE 1: Workflows

VISUAL DIAGRAMS



What is their mental state of mind?

- They are very sick, their sickness could impact their physical and mental ability to participate

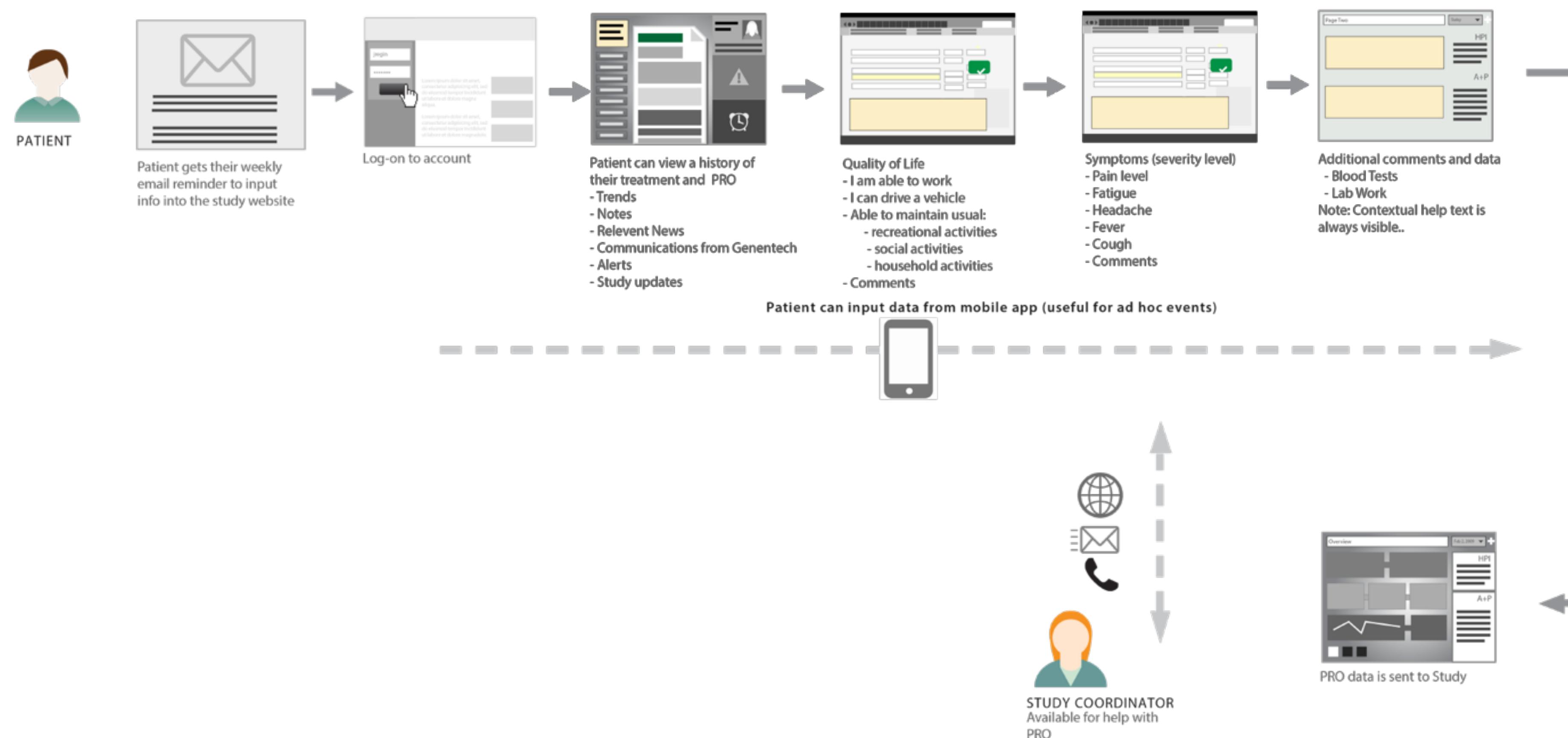
EXAMPLE 1: Workflows

CONSIDERATION

EXAMPLE 1: Workflows

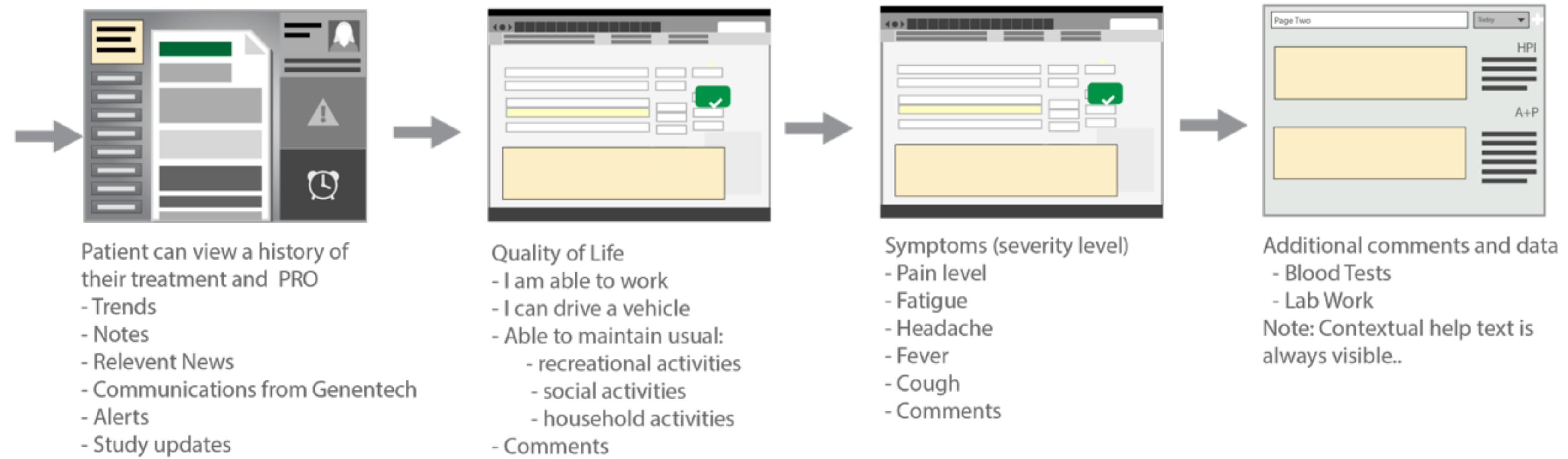
CONSIDERATION

Workflow - Patient Reported Observations



EXAMPLE 1: Workflows

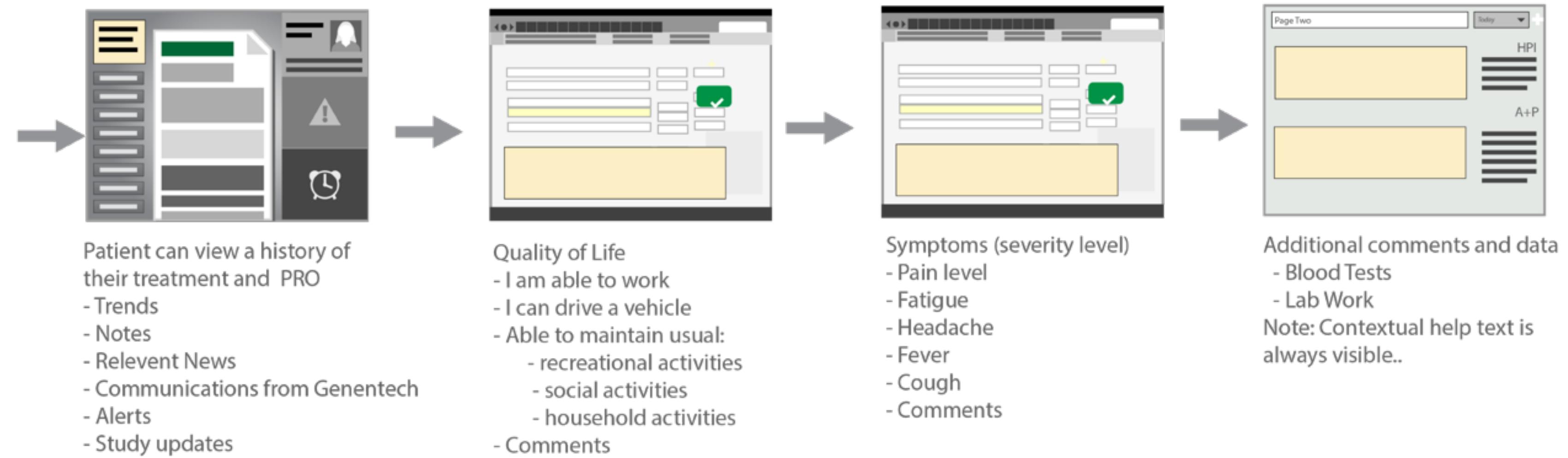
CONSIDERATION



How will users manage themselves through this new process?

EXAMPLE 1: Workflows

CONSIDERATION



Other external factors?

- Wait time between lab visits and availability of electronic results
- Technical/Physical ability to upload medical data to client site
- Remembering to bring forms to doctor visits
- Patients interested in tracking/managing more details than study requires
- Have a care giver with them or give patient ability to pause in process and come back to it with answers from others.

EXAMPLE 1: Process

CONCLUSION

Came to a decision

EXAMPLE 1: Process

CONCLUSION

Came to a “**NO GO**” decision

EXAMPLE 1: Process

KEY TAKEWAYS

Considering end **user needs** and **user experience** as part of the strategic decision making process can tell you a lot about **operational** and **budgetary impact**.

EXAMPLE 1: Process

KEY TAKEAWAYS

Considering end **user needs** and **user experience** as part of the strategic decision making process can tell you a lot about **operational** and **budgetary impact**.

VITAL TO SUCCESS

EXAMPLE 2: Requirements & Design



Gov to Citizen Engagement

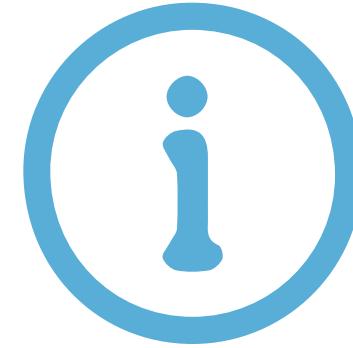
Project Context: Drupal migration

Product: Content, services, programs and events

Delivery Model: Web, Events, Regional Offices & Centers

EXAMPLE 2: Content Audit

EXAMPLE 2: Content Audit



- A ➤
- B ➤
- C ➤

EXAMPLE 2: Content Audit

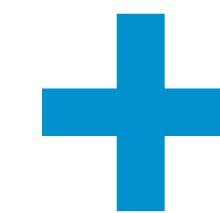
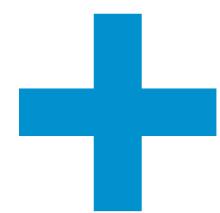


EXAMPLE 2: Content Audit



EXAMPLE 2: Business Rules

CONTENT FACTORS



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CONTENT FACTORS



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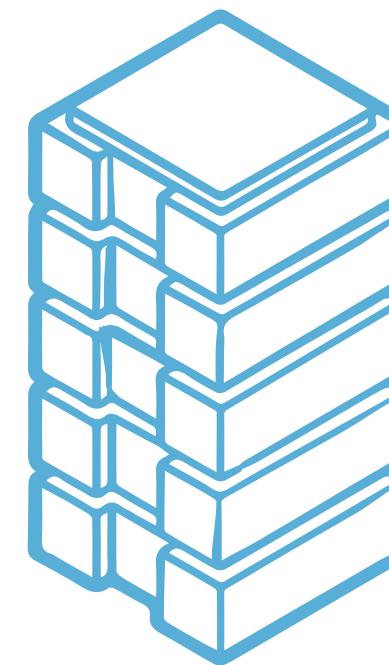
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EXAMPLE 2: Business Rules

CONTENT FACTORS



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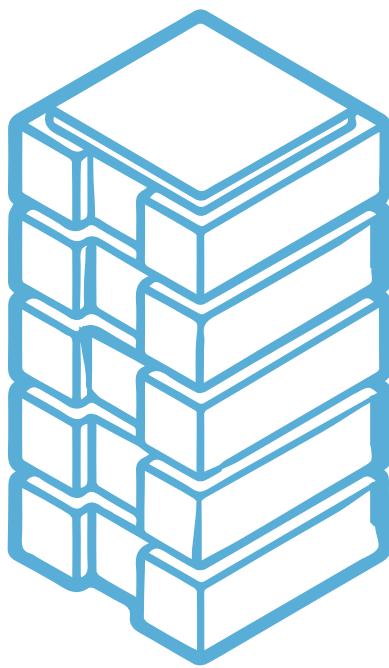
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EXAMPLE 2: Business Rules

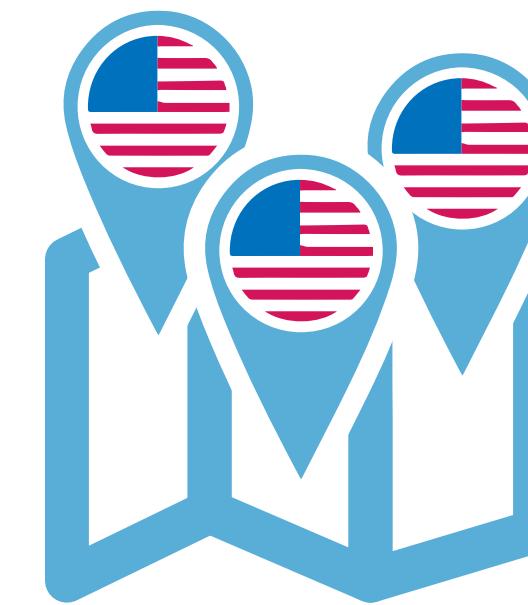
CONTENT FACTORS



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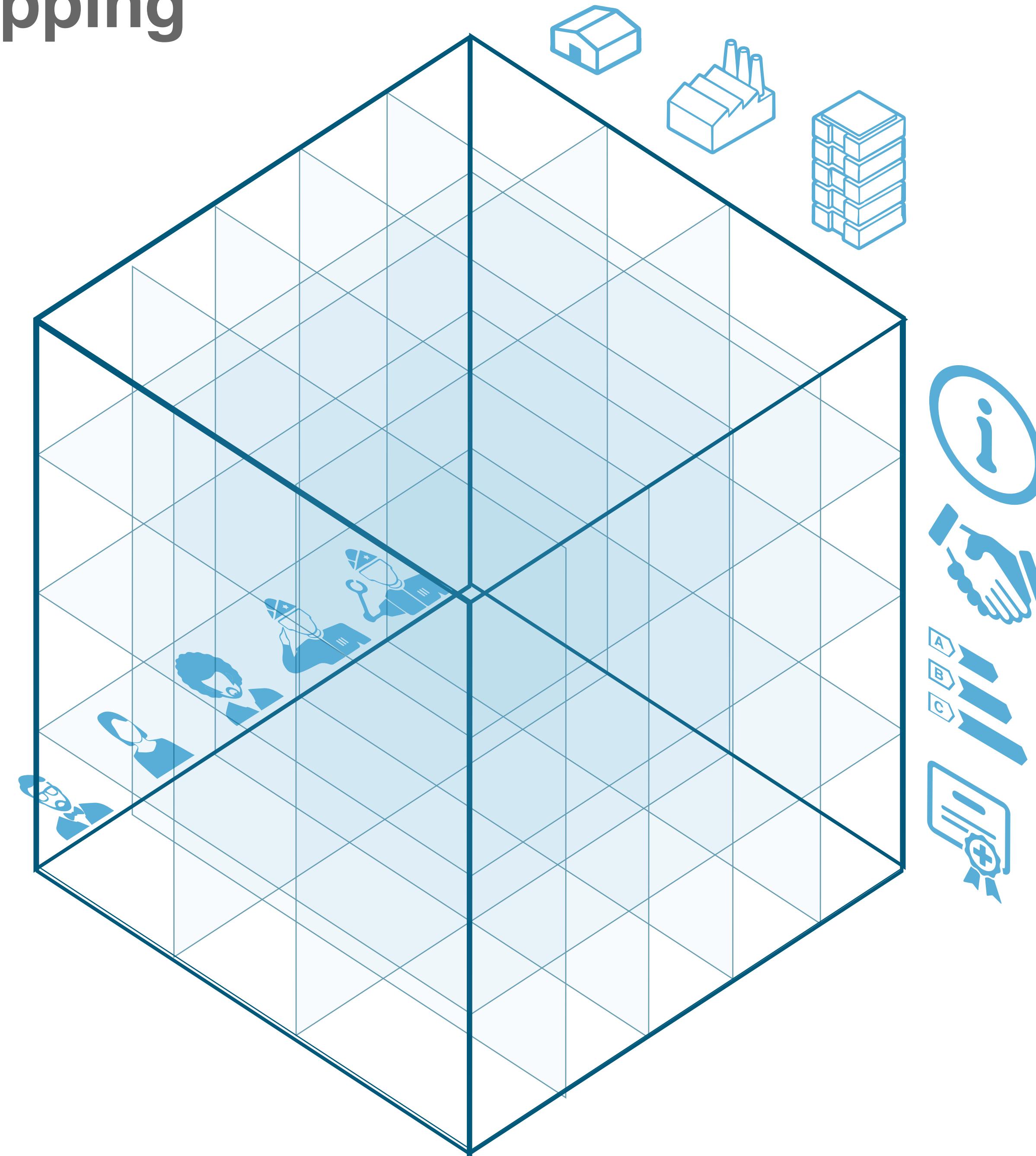


EXAMPLE 2: Content Mapping

COMPLEX CONTENT MAPPING

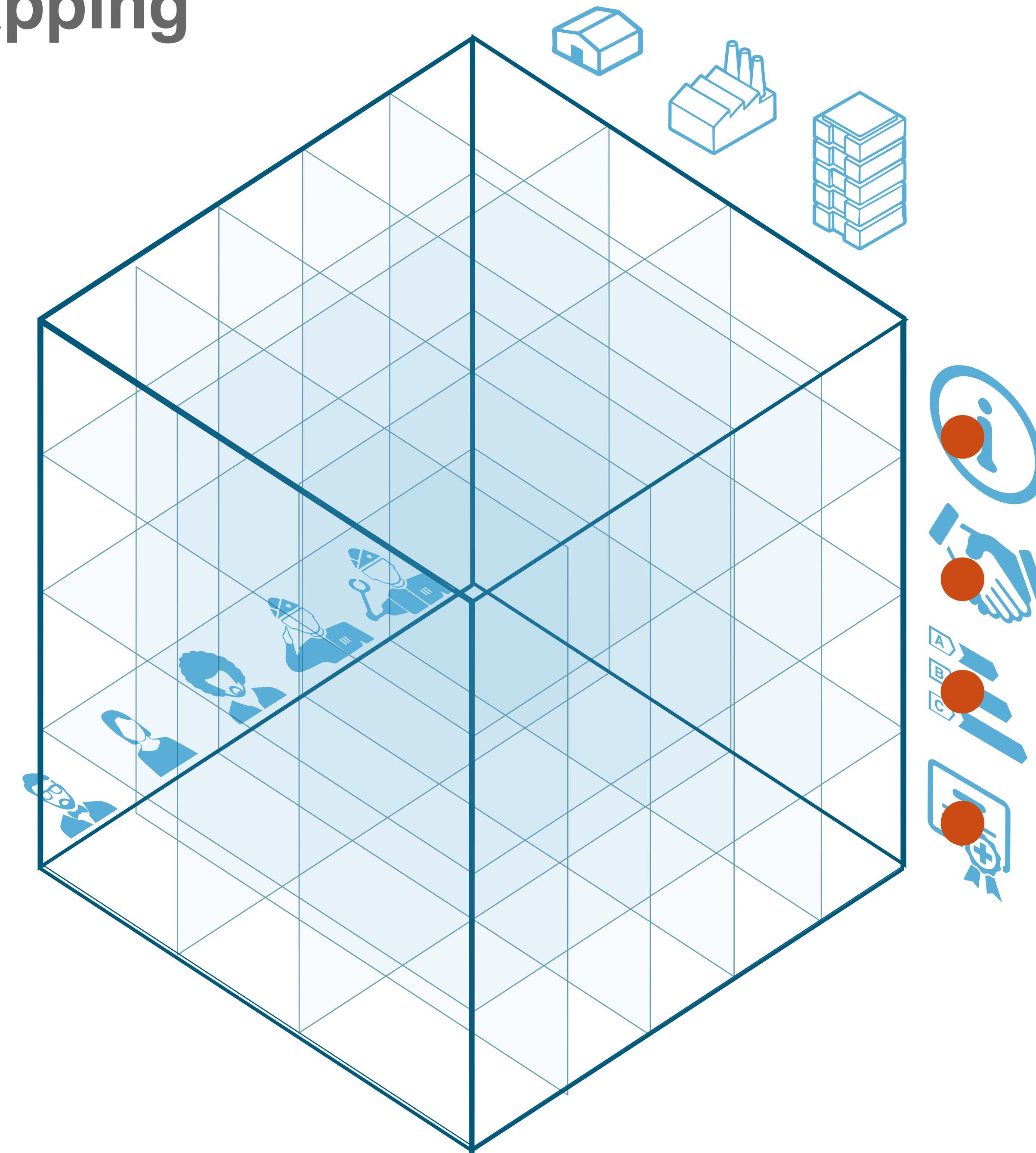
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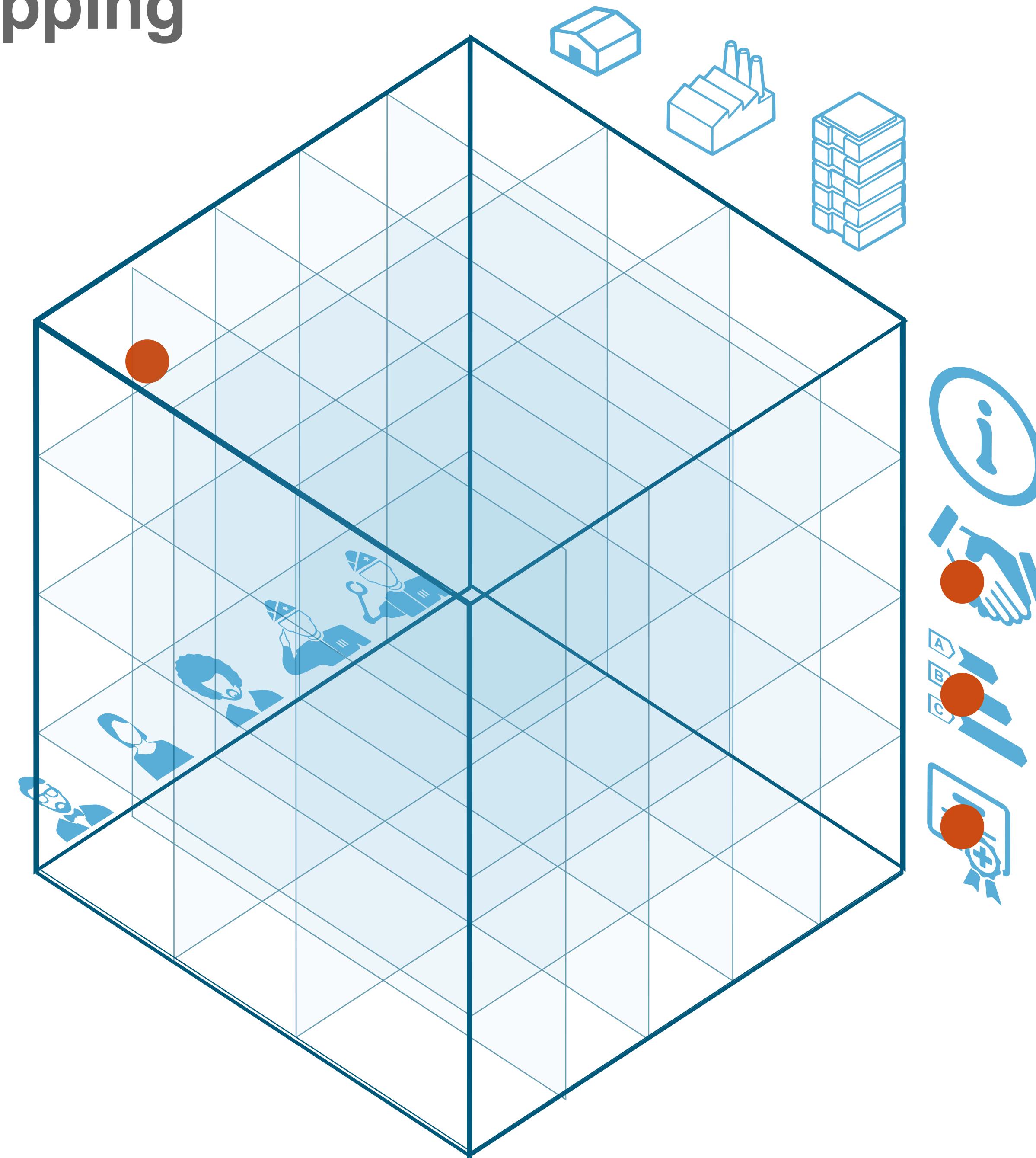
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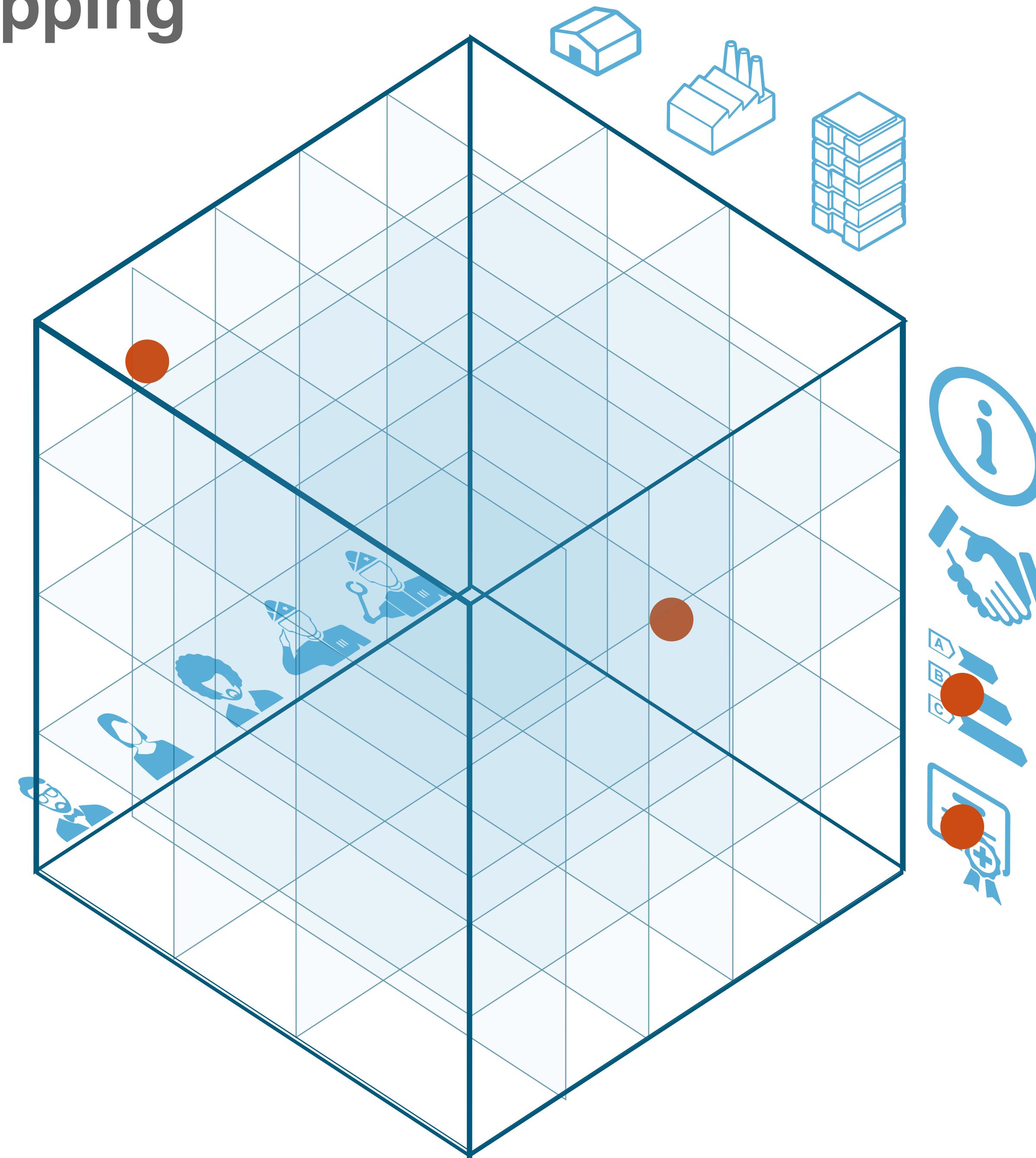
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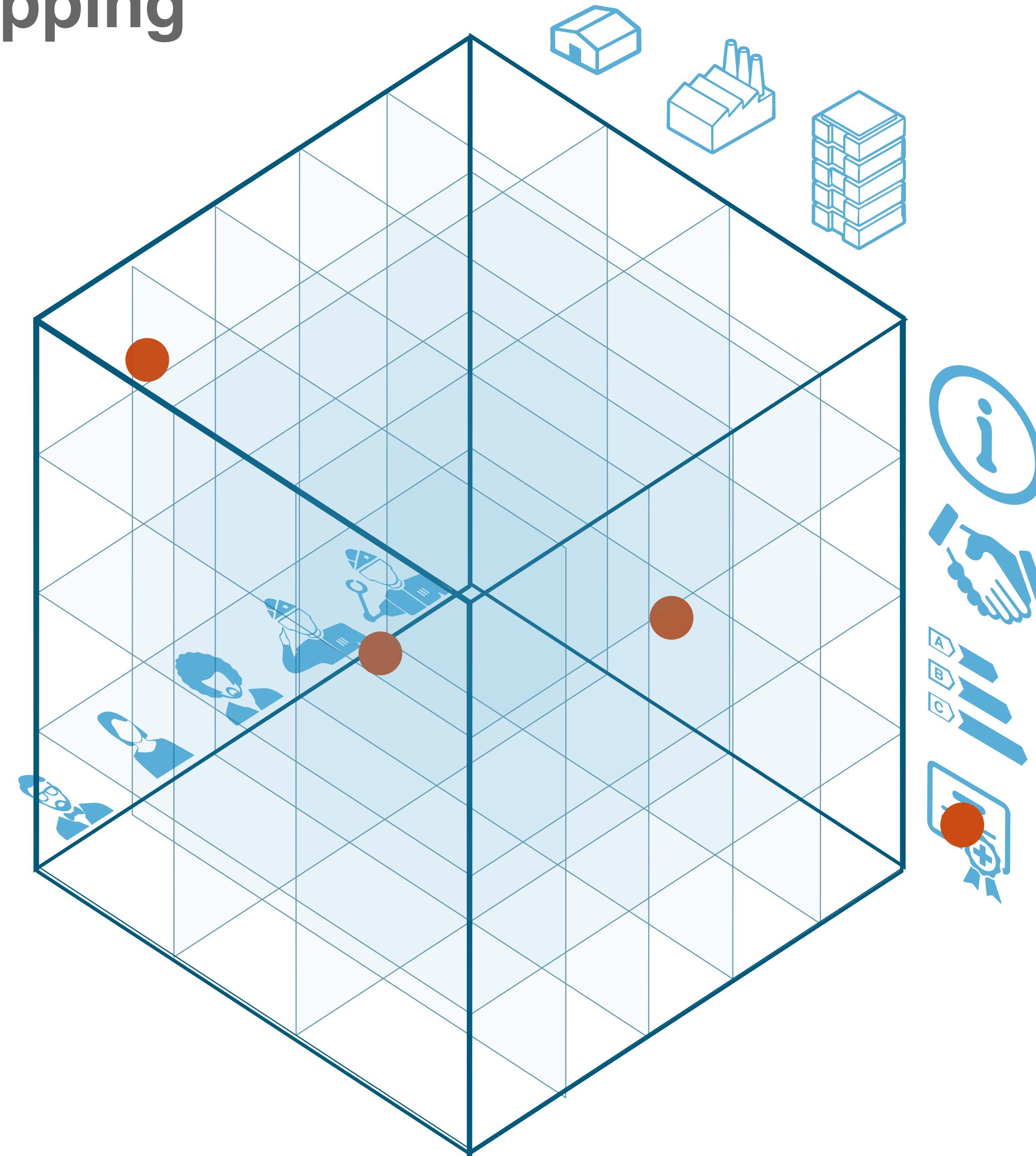
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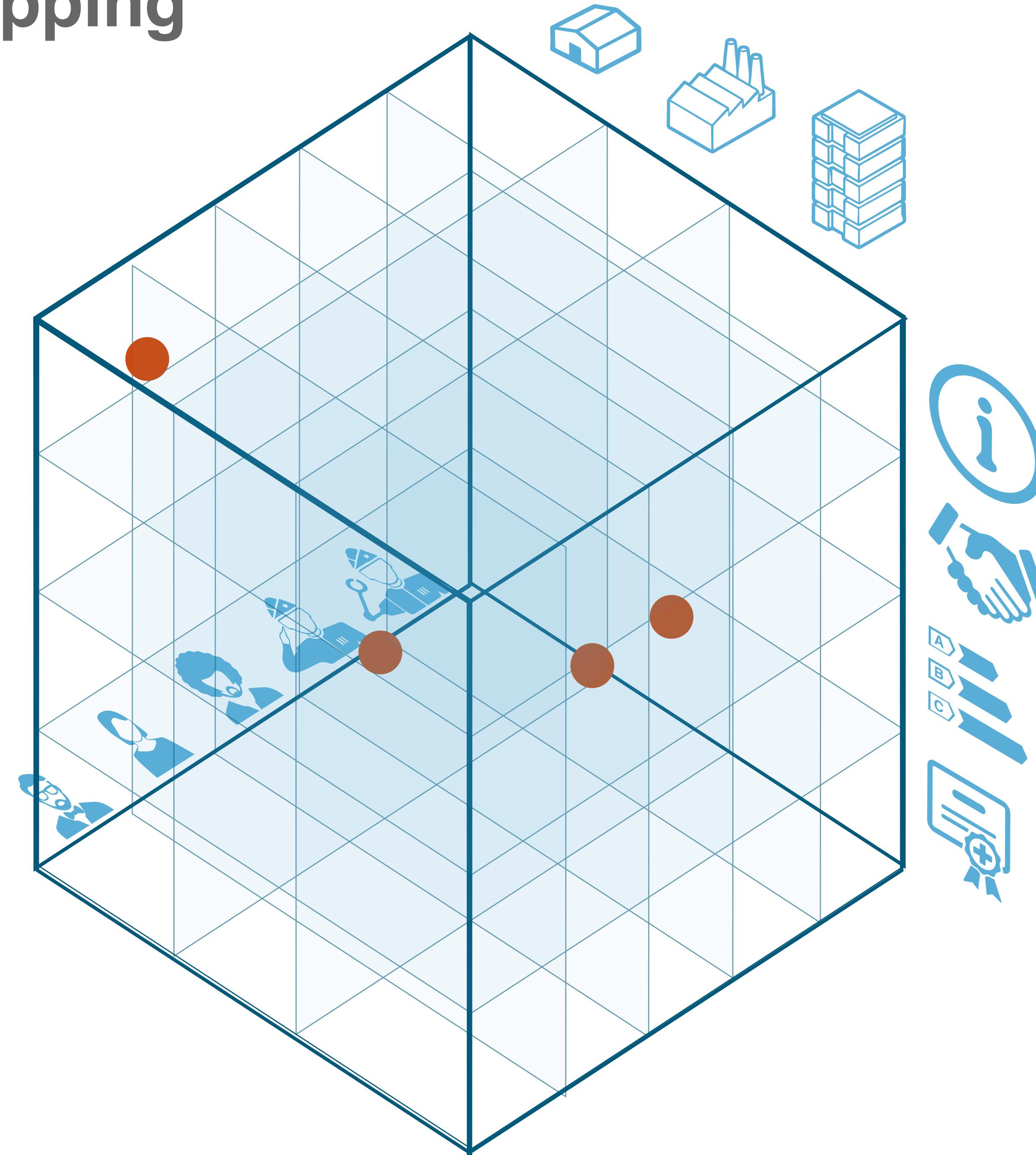
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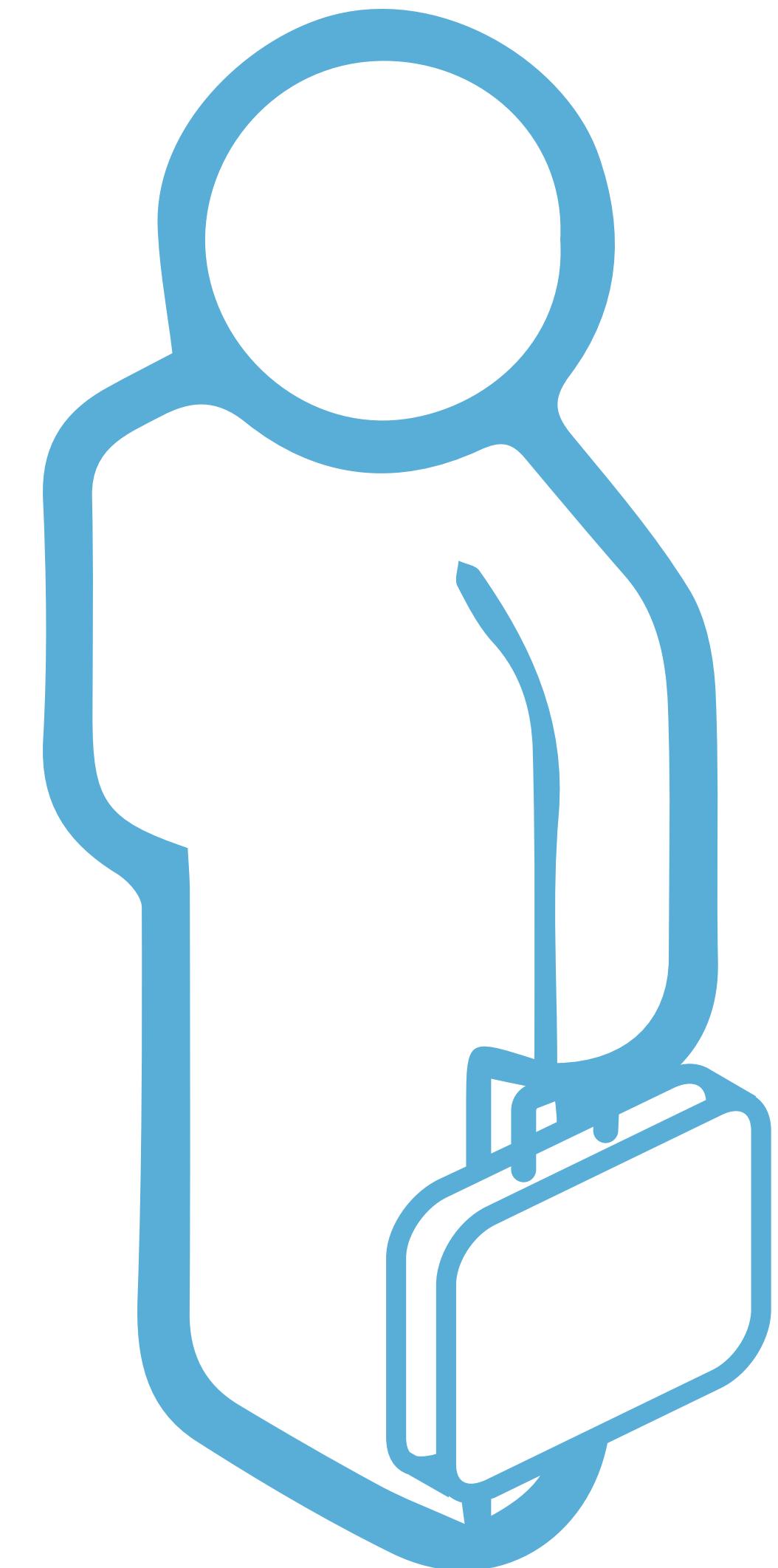


EXAMPLE 2: User Requirements

**USERS
DON'T
CARE**

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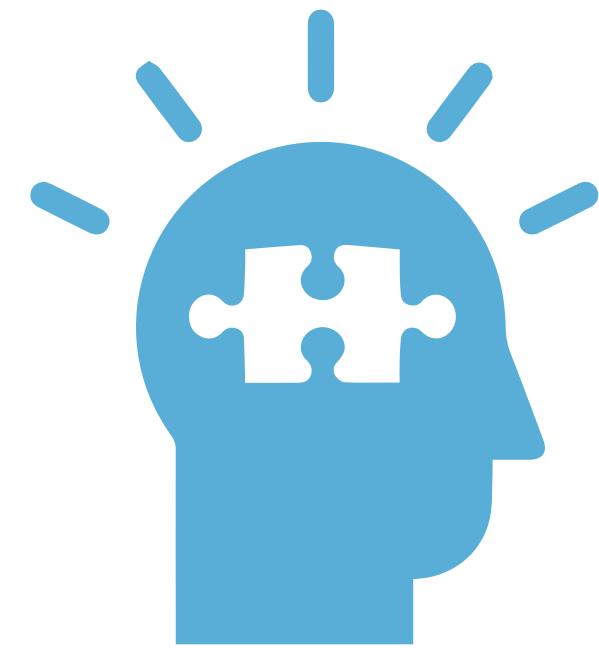


EXAMPLE 2: User Requirements

**USERS
DON'T
CARE**



EXAMPLE 2: Solutioning



PROBLEM

CONTENT COMPLEXITY

USERS LOOKING FOR, YOU GUESSED IT... SIMPLICITY



SOLUTION?

SELF IDENTIFICATION

SILVER PLATTER CONTENT DELIVERY

EXAMPLE 2

EXAMPLE 2

KAYAK HOTELS FLIGHTS CARS PACKAGES

Advice: BUY
Confidence: 90%
Prices may rise within 7 days ⓘ

Create a price alert

Stops

<input checked="" type="checkbox"/> nonstop	\$585
<input checked="" type="checkbox"/> 1 stop	\$468
<input checked="" type="checkbox"/> 2+ stops	\$627

Times

Take-off Washington (WAS)
Wed 5:00a - 10:30p

Take-off Denver (DEN)
Fri 12:30a - Sat 12:00a

Show landing times ▾

Airports

Depart/Return same

Washington

- BWI: Baltimore/W... \$598
- DCA: Reagan-Nat... \$481
- IAD: Dulles Intl \$667

Denver

- DEN: Denver Inter... \$481

Airlines

Carrier | Alliance

- Alaska Airlines \$2012
- American Airlines \$487
- Delta \$591
- Frontier \$585
- JetBlue Airways \$1171
- Southwest
- United \$881
- US Airways \$496
- Multiple airlines

WAS ↔ DEN | Jul 15 Wednesday → Jul 17 Friday | Economy cabin | 1 traveler | Change

Sort by: price (low to high) ▾ 821 of 867 flights show all Round-trip | Segment NEW

Check Rates **Sale fares to fall in love with to select markets.** Ad

Book now. As low as \$73 one-way. Restr./Blackout dates apply.
Seats/days/mkts limited. Book 7/7-7/16

Select Southwest.com

\$468
Hacker Fare

Select Frontier / American Airlines

Frontier / American Airlines

1:30p DCA → 3:11p DEN 3h 41m nonstop
1:20a DEN → 8:47a IAD 5h 27m 1 stop (CLT)

Show details ▾ Economy

US Airways operates flight 1725.
US Airways Express-Psa Airlines operates flight 5373.

\$468
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EXAMPLE 2

PERSONALIZATION SETTINGS

KAYAK HOTELS FLIGHTS CARS PACKAGES

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MULTIDIMENSIONAL CONTENT

EXAMPLE 2

PERSONALIZATION SETTINGS

A A Text Size | Share | Google Translate

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U.S. Small Business Administration

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SBADirect

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 - + Government Contracting
 - + Business Law & Regulations
 - + Locating a Local Office
 - + Managing a Business
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 - + Surety Bonds
 - + Forms
 - + Importing & Exporting
 - + Exiting a Business
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Loans Contracting Guidance & Training SBA Direct Lender Portal

The answers you need start here.

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Getting Veterans Back to Business

Veterans Small Business Resource Guide



Small business ownership comes with many challenges, especially for members of the reserve components of the United States armed forces who often have to balance their civilian careers with their commitment to serve.

Tags: veteran, financial assistance [Read More](#)

Patriot Express Loan

The Patriot Express loan is offered by SBA's network of participating lenders nationwide and features our fastest turnaround time for loan approvals. Loans are available up to \$500,000 and qualify for SBA's maximum guaranty of up to 85 percent for loans...

Tags: veteran, financial assistance [Read More](#)

Veterans Business Assistance

Get access to SBA's network of resource partners that can help you with your small business. Included in this network are resources that provide assistance specific to veteran and service-disabled veteran business owners...

Tags: veteran, financial assistance [Read More](#)

Military Reservist Loans

The Filing Period for small businesses to apply for economic injury loan assistance begins on the date the essential employee receives a notice of expected call-up and ends 1 year after the essential employee is discharged or released from active duty...

Tags: veteran, financial assistance [Read More](#)

Veterans Debt Relief

Under the provisions of the Soldiers' and Sailors' Civil Relief Act of 1940 (SSCRA), you may qualify for any or all of the following – reduced interest rate on mortgages payments, reduced interest on credit card debt, protection from...

Tags: veteran, financial assistance [Read More](#)

Local Resources: 22203

Washington Metropolitan Area District Office
740 15th Street NW, Suite 300
Washington, D.C. 20005-3544
Phone: (202) 272-0345

U.S. Department of Veterans Affairs Office of Small Business Utilization
810 Vermont Avenue, NW
Washington, DC 20420

Hampton Roads Veterans Business Outreach Center
4111 Monarch Way,
Suite 106
Norfolk, Virginia 23508

[View All](#)

Loan Programs

- Patriot Express Loan Initiative
- Basic 7(a) Loan Program
- CDC/504 Loan Program

News

- Texas Veterans Loan & Procurement Seminar
- Smithsonian Institution Service-Disabled Veteran-Owned Small Business Symposium July 28, 2010
- Jacksonville Veterans Conference

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MULTI-DIMENTIONAL CONTENT

EXAMPLE 2

CONCLUSIONS

Government to Citizen web information and services cater to a broad and diverse audience and are often riddled with complex rules

Understanding who the audience is can drive targeted content delivery

Business rules determine the scenarios, but user scenarios are dynamic and therefore require flexibility

Understanding the user scenarios, goals, needs and success criteria helped drive the solution

Modeling out complexity and looking at existing solutions gave us the right criteria to select the appropriate Drupal modules.

CONCLUSION

Strong business, technical and functional requirements, will only get you part of the way.

Clarity on the user or context of use will drive it home.

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Clarity on the user or context of use will drive it home.

The method is:

LOW COST
QUICK RESULTS
BIG IMPACT



Q&A

Let's keep in touch!

@liminaux

@jkooda

Q&A

Let's keep in touch!

@liminaux

@jkooda