Procedure Ideation

The goal of this assignment is to develop a plan for 3-4 procedures carried out in the same context of work. For example, recall how Bellamy et al. use the running example about the Espresso machine. One could consider how the use of this machine will involve numerous types of user scenarios and goals with their own set of tasks. In sum, your ideation work should consider multiple scenarios with connected goals/technologies.

This document guides you through a series of heuristics, i.e., a set of guiding prompts and questions, to consider the details of the scenarios, goals, and tasks that will inform your writing.

Copy this document to your Google Drive. Then, follow the instructions within each section. When you have completed it, submit a PDF version of it to Moodle.

Analyzing Your Audience

In this section, follow the guiding prompts to gather up a sense about your intended audience. Typically, you should conduct user research to qualify and verify such information. But, for the purposes of this exercise, it is fine if you rely more on your particular subjectivities. The point is to craft a more defined understanding of the audience.

Exigence: What is the occasion for these procedural instructions?

- Why are these procedural instructions necessary at this particular time and place? What issues/problems do these instructions aim to address?

- Why is this issue important right now? What is at stake, and for whom?

Who is the audience?

Highlight some of the characteristics that you think might apply to the projected audience:

- Potential user (someone who's exploring the product)
- New user (someone who's getting started with the product)
- Intermediate user (someone who has used the product before)
- Experienced user (someone who's well-versed with the product)

- New professional (someone who is new to the field and probably new to your product)
- Experienced professional (someone who is an expert in the field but might be new to your product)
- Admin/Leadership
- New contributor
- Experienced contributor
- Other: [Consider a more specific actor with a more specific role to the context of your procedure. For example, a software developer, if the procedure concerned some tool/feature for developers.]

What are the audience's goals for these procedures? Develop 4 goals that all share the same context of activity with each other. Here are some examples to follow: 4 goals pertaining to making espresso drinks; 4 goals when playing Zelda: Tears of the Kingdom game; or 4 goals to improve one's basketball skills.

Answer: 4 goals for booking a flight: special occasion travel, visiting family, spontaneous getaway, work trip

What situations and reasons might have brought the readers to your document(s)?

Answer: The user may want to understand how to book a flight or accommodations on Expedia, a travel deals site. They may be a newly married couple looking for an affordable honeymoon trip, a new grandmother wanting to go visit her new grandchild, a young adult seeking adventure, or a busy worker needing to book a last-minute

flight for an important meeting.

How might have they come to find your document?

Answer: Online search, advertisements, word-of-mouth

What information do they already have about the product/feature?

Answer: They are aware that the site offers flight deals and allows them to book flights. Some may already have accounts, while it might be the first-time for other users.

What are the main questions readers are likely to have?

Answer: How do I know that I am getting the best deals? How do I find the right flight? How do I book the flight? Can I share the ticket information with others? Can I add additional accommodations to my flight service? Will I receive confirmation that my flight has been booked? Can I trust the site with my personal and credit card information? Can I add other people to my trip information? Is there someone I can contact to troubleshoot any issues?

Write Your User Scenarios

Based on the above information, write 4 scenarios that include the 4 main parts of information: Who, Motivation(s), Goal, and Important Characteristics.

You may not write a procedure for all of the scenarios in the end, but this will help you gather a sense of how many procedures you will need to write for the major assignment.

IMPORTANT: All of your scenarios should be within the same context of activity or tool use. In other words, don't write up 4 scenarios from 4 completely different contexts of activity. Here are some examples to follow: 4 scenarios pertaining to making espresso drinks; 4 scenarios when playing Zelda: Tears of the Kingdom game; or 4 scenarios to improve one's basketball skills.

Scenario 1: Tina and Daniel recently got married. With the major wedding costs, they thought they had to delay the honeymoon. That is, until Tina saw a commercial for Expedia. She wants to surprise her husband with a flight to the Canary Islands, so she is eager to check out the site and book a flight. As her way of surprising him, she would like to reserve a window seat to ensure that he gets the best views as they reach the islands.

Scenario 2: Jenny just received the happy news that she is now a grandmother. She wants to book a flight to New Jersey to visit the family. Her neighbor told her about this site called Expedia, which offers the best flight deals. While she is not the greatest fan of computers, she would at least like to try getting online to see if she can reach customer support to book the flight.

Scenario 3: Martin has been in a slump ever since he graduated college. He majored in Indonesian Studies and always dreamed of visiting Bali, but he never had the chance. After passing a billboard advertising Bali, he rushes

to the airport on a whim. When he gets there, he's dismayed by the prices. Searching for cheap travel packages on his phone, he comes across Expedia. He gets excited, hoping to solve his last-minute travel desires on a one-stop-shop for flights and accommodations.

Scenario 4: Wendy is the CFO for her company. Her workload has skyrocketed ever since the company expanded, and the CEO of the competing company messaged her about a last-minute financial meeting. She rushes to her laptop to book a flight to Seattle. Concerned about spending company funds on a meeting that could be just a scheme from the rivals, she chooses to use Expedia for this booking. She had used it for family vacations before, but never for work travel.

Analyzing Your Audience(s) Tasks

Complete one of the following tables to analyze the tasks that you will write for each user scenario. A task analysis will help you develop a better understanding of the following questions:

- How much supporting reference and conceptual information to provide
- What level of "completeness" (low, mid, high) may you need to write the steps

Remember that this is meant to be an ideation exercise—not a finished draft of the actual procedure. Yet, it should help you develop an initial rough draft.

Refer to Bellamy et al.'s discussion and example of a task analysis in Chapter 1 for support, as you move through this analysis work.

Task Analysis for Scenario 1: Honeymoon Couple

Guiding Question	Details
What is the user-oriented goal? ● Do not fall into the function/feature-oriented goal.	To surprise her husband with the best seat view for their honeymoon
What tasks does the user need to perform to accomplish the goal? ● Remember tasks are not the same as goals, and tasks are not synonymous with steps. ● Steps are the more specific actions needed to complete a larger "high-level" task. ● Don't worry about sequence or the "completeness" yet.	- Create an account - Search flights - Pick dates - Add location - Select seats - Pay for the flight - Share ticket information
What are the mental and physical steps involved in each task?	**Mental**: decide dates and mentally prepare for costs **Physical**: set up computer, type on keyboard, check credit card for affordability, press confirm flight button
Who performs the task?	**Audience**: newlyweds that want to surprise their partners with a trip **Experience**: New user

	Role: Honeymooner **Authority**: First-time user
When and under what conditions is the task performed?	**Requirements**: Wifi must be connected, there should be enough money in the payment card, must have a functioning computer/device present **Limitations**: user must know how to work a computer and search for the site, user must decide on dates **Environment**: Tina has to hide away from husband to make secret flight, may be out of the house or in a locked room
What are the potential distractions to accomplishing the goal?	**Alternative path**: Deciding to do a road trip or save money by staying at home. **Exception path**: Not enough funds for travel; husband finds out and disapproves of plan **Boundaries**: Wifi cuts out. Issues with account creation. Laptop dies. Credit card bounces. There are no window seats on the flight
What does the user need to know about the task?	**Duration**: around 10 minutes if time duration and flight picking is decided. Around 20 minutes for thinking through the options. **Complexity**: Low-Medium difficulty for new users that have booked flights on other sites before. **Frequency**: Once in a blue (honey)moon

What is the sequence of tasks or steps?	- Prerequisite: Open site page
	- Create account
	- Book a flight to the Canary Islands
	    - Pick dates
	    - Choose a flight option from list
	    - Pick seats and baggage
	- Input credit card information
	- Purchase flights
	- Share flight confirmation

What is the expected result?	Flights are booked and husband is happily surprised. They go on their dream honeymoon and he gets the best view on the plane.

Task Analysis for Scenario 2: Grandmother

Guiding Question	Details
What is the user-oriented goal?	Overall goal: To visit her new baby grandchild Site goal: get in contact with customer support
What tasks does the user need to perform to accomplish the goal? (*Don't worry about sequence or the "completeness" yet.*)	- Prerequisites: Open and log in to the computer - Search for the Expedia site - (Create an account) - or get help during support session - Find the support page - Message the virtual assistance or submit inquiry request - Follow assistant's instructions
What are the mental and physical steps involved in each task?	**Mental**: to understand computer basics enough to find the support page, to be prepared to answer questions from the virtual assistant **Physical**: type on keyboard, file through personal documents to transcribe to helpline (put on reading glasses if needed)
Who performs the task?	**Audience**: A little old confused and happy grandma **Experience**: No experience, new user **Role**: Grandmother **Authority**: First-time user
When and under what conditions is the task	**Requirements**: A working computer, wifi, the neighbor's kid that knows technology

performed?	**Limitations**: lacking computer basic knowledge, bad Wifi reception **Environment**: This poor grandma is living in her apartment trying to figure this out on her own because her children all decided to abandon her. Likely early afternoon and the neighbor's kid stopped by to help
What are the potential distractions to accomplishing the goal?	**Alternative path**: She gets someone to drive her up there or waits for the family to visit with the grandchild **Exception path**: She can't figure out the computer, the helpline doesn't help, her family tells her not to visit **Boundaries**: technical issues, no funds
What does the user need to know about the task?	**Duration**: anywhere from 20 minutes to 3 and a half hours depending on the helpline queue **Complexity**: very difficult for a first-time user that struggles with computers **Frequency**: once or until the family decides to start booking her flights
What is the sequence of tasks or steps?	- Prerequisites: open and log in to the computer - Search for the Expedia site - Navigate to the support page - Search inquiry - Type help request or message the virtual assistant (where she will be directed through the customer support process) - (Create an account) - or get help during the support session - Receive flight booking assistance from the support team

What is the expected result?	Grandma gets the customer support assistance she needs. She gets that flight booked to see her first grand-baby

Task Analysis for Scenario 3: Spontaneous Adventure

Guiding Question	Details
What is the user-oriented goal?	Book a last minute flight and accommodation package to Bali
What tasks does the user need to perform to accomplish the goal? (*Don't worry about sequence or the "completeness" yet.*)	- Create an account - Pick dates - Set location to Bali - Select accommodations - Select flights - Put in card information - Add personal information - Book package
What are the mental and physical steps involved in each task?	**Mental**: decide a timeline for travel or book a one-way ticket, identify a way to pay for the package, consider other arrangements (clothes, activities) **Physical**: type on phone, stand in line, check pockets for passport
Who performs the task?	**Audience**: spontaneous travelers **Experience**: new user, experienced with technology **Role**: Post-grad adventure-seeker **Authority**: First-time user
When and under what	**Requirements**: a working phone, passport and ID, credit card to fund travel

conditions is the task performed?	**Limitations**: user must decide on dates or one-way, must have necessary travel documents **Environment**: At a busy airport away from crowds, standing on phone searching for flights. User is not well-experienced with international travel (never did that Indonesia trip in college)
What are the potential distractions to accomplishing the goal?	**Alternative path**: last-minute reality check that he is completely unprepared for the trip, decides to postpone the trip to a later date **Exception path**: no flights leaving for Bali that night. Airport delays and flight cancellations. Adverse weather. **Boundaries**: no clothes or documents for travel. No savings.
What does the user need to know about the task?	**Duration**: 5-10 minutes depending on urgency. Technological experience of the user shortens timeframe of account set-up (from previous experiences) **Complexity**: easy for him to achieve the tasks on a whim, more complex once he starts questioning his whimsy **Frequency**: first time in a series of lifetime adventures

What is the sequence of tasks or steps?	- Create an account
	- Set location to Bali
	- Pick dates
	- Search accommodations
	    - Pick a hotel
	    - Pick a room
	    - Choose from refund policy options

	- Search flights
	    - Pick flight class
	    - Pick seats
	- Put in card information
	- Add personal information
	- Book package

What is the expected result?	Booked accommodations and flights. The story of a lifetime. An adventure to a place that the user has been waiting to visit.

Task Analysis for Scenario 4: Work Travel

Guiding Question	Details
What is the user-oriented goal?	Get to Seattle for a financial meeting with the competitor company
What tasks does the user need to perform to accomplish the goal? (*Don't worry about sequence or the "completeness" yet.*)	- Open the site - Log in to account - Search for flight - Pick earliest date and time - Book flight
What are the mental and physical steps involved in each task?	**Mental**: remembering login information, finding the earliest flight while being mindful about saving company money **Physical**: opening laptop, typing on keyboard, pulling out company credit card
Who performs the task?	**Audience**: busy business people with urgent travel needs **Experience**: highly experienced with booking flights, more experience with other sites for work flights and experience on this site for family flights **Role**: CFO business person **Authority**: return user
When and under what conditions is the task	**Requirements**: a working laptop, an active account, a company credit card

performed?	**Limitations**: user must know her login information, company travel expense limits, and maintain an understanding of the website layout and flight booking process (as an experienced user) **Environment**: Business legends typically work at all hours. Wendy is working late at night in her penthouse living room in the dark.
What are the potential distractions to accomplishing the goal?	**Alternative path**: decides to catch the first bus/train to Seattle, negotiates for a virtual meeting instead **Exception path**: no flights at this hour; adverse weather; meeting gets suddenly canceled **Boundaries**: the power goes out, she forgets her login information and struggles to get back in, her boss does not permit her to go, there are no cabs at this hour and her car is in the shop
What does the user need to know about the task?	**Duration**: 5 minutes for a speedy business tycoon **Complexity**: easy for a frequent flight-booker and site user **Frequency**: very often, around 3-4 times a month sporadically
What is the sequence of tasks or steps?	- Open the site - Log in to account - Search for flight - Pick earliest date and time - Add company credit card information - Book flight - Record flight costs for company expense sheet

What is the expected result?	A booked flight to Seattle to settle financial matters