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? **Selling items on eBay is important in my family at the moment; my mother is a full-time seller, and my grandparents are looking to downsize their home ahead of moving into assisted living.**

- Why is this issue important right now? What is at stake, and for whom? **My mother needs to make a living, and my grandparents need to get rid of some of their larger items that they will not be able to take to assisted living or give to family members.**

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:
1. Find an item related to the one for sale
2. List an item for sale
3. Run an auction on a listed item
4. Sell an item at the best offer

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

Answer: **Someone could be a new user trying to sell something in their house, or someone trying to start a business by selling items on eBay.**

How might have they come to find your document?

Answer: **They may find the document by searching a help forum or performing an internet search. It would probably be a webpage or a PDF.**

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

Answer: **They already know that eBay is a site where you can sell unwanted items by posting pictures of the item, a description, and any other relevant specifications.**

What are the main questions readers are likely to have?

Answer: **How do I list an item to get the maximum amount of traffic? What kind of things should I say in my description? How many of these specifications should I fill in?**

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:

Who: An older couple trying to downsize their home by selling some items they no longer use.
Motivations: Getting rid of items that are taking up space, making some extra money
Goal: Sell an item through the platform
Important Characteristics: They have not used the platform to sell, but they have bought items before. They are familiar with the layout of the page, but steps may need to be spelled out in simple language.

Scenario 2:

Who: An experienced eBay seller trying to increase their customer base and item traffic.
Motivations: Trying to turn casual selling into a consistent income stream.
Goal: Set up a business on eBay, including optimizing item listings.

Important Characteristics: They are very familiar with the platform, but need some tips and tricks to make their listings better. They are looking for advice from other experienced, profitable sellers.

Scenario 3:

Who: A casual seller looking to sell their item at auction after a listed price did not result in a sale.
Motivation: To get rid of the item.
Goal: To sell their item, even if they get less than originally assumed.
Important Characteristics: They are only somewhat familiar with the selling platform and only know how to set up an item with one price, not an auction.

Scenario 4:

Who: A first-time seller who just received an offer on their item
Motivation: To make a profit on their item
Goal: To sell the item
Important Characteristics: They have been unsuccessful at selling items via other platforms and means in the past, so they are hesitant to accept offers.

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

Guiding Question	Details
What is the user-oriented goal? ● Do not fall into the function/feature-oriented goal.	Sell items on eBay

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.
	- List item(s)
	    - Photograph items
	    - Write descriptions and product specifications
	    - Set price

What are the mental and physical steps involved in each task?	**Mental**: Deciding what items to sell, determining their worth and specifications, remembering the specifications from the original purchase of the items **Physical**: Getting to the computer or mobile device, gathering the items, typing the item listing (filling in each field with the required information), photographing the items

Who performs the task?	**Audience**: User listing the item on eBay **Experience**: Beginner (to selling) **Role**: Beginner user, person looking to sell items **Authority**: Site restrictions (fees, taxes, etc.) set by eBay on its sellers
When and under what conditions is the task performed?	**Requirements**: Internet access, computer or mobile device, eBay account (including email and phone number), basic working understanding of internet programs (including uploading images to the listing, navigating through tabs, etc.) **Limitations**: Requires connections between photo-taking devices (smartphone, camera) and the device with the eBay account (smartphone, laptop) **Environment**: Users may want to make some quick cash, so they may be frustrated or expect a hot-selling item
What are the potential distractions to accomplishing the goal?	**Alternative path**: Having someone else list the item instead **Exception path**: Deciding that online selling is too complicated/time-consuming/etc, the user does not have the appropriate devices, user does not have a working understanding of internet programs **Boundaries**:
What does the user need to know about the task?	**Duration**: Listing an item can take anywhere from 15 minutes to an hour, depending on their familiarity with the internet and computer

	programs
	Complexity: Very complex (includes multiple devices, items, and browser tabs)
	Frequency: However many items the user would like to sell

What is the sequence of tasks or steps?	1. Log in to eBay
	   a. May require account set-up
	2. Start a new item listing
	   a. This can be completely from scratch, or based on an item already listed for sale on eBay
	3. Photograph the item
	4. Insert photographs into the listing
	   a. This part has the most opportunity for failure
	5. Set price and purchase type
	6. Wait for a purchase

What is the expected result?	A listed/available-for-sale item on eBay

Task Analysis for Scenario 2

Guiding Question	Details
What is the user-oriented goal?	Increase profit from listed eBay items

What tasks does the user need to perform to accomplish the goal? (*Don't worry about sequence or the "completeness" yet.*)	- List item(s)
	    - Photograph items
	    - Write descriptions and product specifications
	    - Set price

What are the mental and physical steps involved in each task?	**Mental**: Deciding what items to sell, determining their worth and specifications, remembering the specifications from the original purchase of the items, determining trends among buyers (what items are fast-sellers/sought-after, etc.) **Physical**: Getting to the computer or mobile device, gathering the items, typing the item listing (filling in each field with the required information), photographing the items
Who performs the task?	**Audience**: User listing items on eBay **Experience**: Experienced seller **Role**: eBay shop owner **Authority**: Site restrictions (fees, taxes, etc.) set by eBay on its sellers

When and under what conditions is the task performed?	**Requirements**: Internet access, computer or mobile device, eBay shop, working understanding of internet programs (including uploading images to listings, navigating through tabs, etc.) **Limitations**: Requires connections between photo-taking devices (smartphone, camera) and the device with the eBay account (smartphone, laptop) **Environment**:
What are the potential distractions to accomplishing the goal?	**Alternative path**: Not seeking advice from experienced sellers and using trial and error to improve the listings **Exception path**: Not improving listings and continuing business as usual **Boundaries**:
What does the user need to know about the task?	**Duration**: 15-20 minutes per listing, including photographing the item **Complexity**: Mid-level complexity, as this person is familiar with eBay but just needs advice on increasing traffic **Frequency**: Daily/every few days to increase store traffic
What is the sequence of tasks or steps?	1. Start a new item listing a. This can be completely from scratch, or based on an item already listed for sale on eBay 2. Photograph the item 3. Insert photographs into the listing 4. Set price and purchase type 5. Wait for a purchase

	6. Negotiate the item price with the potential buyer
What is the expected result?	Increased frequency of sold items

Task Analysis for Scenario 3

Guiding Question	Details
What is the user-oriented goal?	To re-list the item
What tasks does the user need to perform to accomplish the goal? (*Don't worry about sequence or the "completeness" yet.*)	- End the original listing - Edit the item specifications - Re-list the item
What are the mental and physical steps involved in each task?	**Mental**: Deciding what item to re-list, redetermining its worth and specifications, remembering the specifications from the original purchase of the item **Physical**: Getting to the computer or mobile device, typing the item listing (filling in each field with the required information), and potentially re-photographing the items
Who performs the task?	**Audience**: User re-listing items on eBay **Experience**: Previous user, not familiar with the re-listing process **Role**: Intermediate user **Authority**: Site restrictions (fees, taxes, etc.) set by eBay on its sellers
When and under what	**Requirements**: Internet access, computer or mobile device, eBay account

conditions is the task performed?	with listed items, working understanding of internet programs (including uploading images to listings, navigating through tabs, etc.) **Limitations**: Requires connections between photo-taking devices (smartphone, camera) and the device with the eBay account (smartphone, laptop) **Environment**:
What are the potential distractions to accomplishing the goal?	**Alternative path**: Taking down the listing entirely and not selling the item **Exception path**: Starting the listing over from scratch **Boundaries**:
What does the user need to know about the task?	**Duration**: Under 10 minutes **Complexity**: Mildly complex **Frequency**: As often as listed items do not sell on eBay

What is the sequence of tasks or steps?	1. Locate the listed item in the account dashboard
	2. End the listing
	3. Edit the item specifications, including price
	    a. Updating the description and title may help the item gain more traffic
	    b. Updated or additional photos may help, too
	4. Re-list the item

What is the expected result?	A re-listed/available-for-sale item on eBay

Task Analysis for Scenario 4

Guiding Question	Details
What is the user-oriented goal?	To negotiate the price of an item with an offer
What tasks does the user need to perform to accomplish the goal? (*Don't worry about sequence or the "completeness" yet.*)	- Redetermine the item's worth - Negotiate price - Accept or deny the offer
What are the mental and physical steps involved in each task?	**Mental**: Redetermining the item's worth and specifications, remembering the specifications from the original purchase of the item **Physical**: Getting to the computer or mobile device, typing specifications into the correct fields
Who performs the task?	**Audience**: Hesitant first-time seller **Experience**: Low, first-time user **Role**: **Authority**: Site restrictions (fees, taxes, etc.) set by eBay on its sellers
When and under what conditions is the task performed?	**Requirements**: Internet access, computer or mobile device, eBay account with listed items, working understanding of internet programs (including uploading images to listings, navigating through tabs, etc.)

	Limitations: Personal preference and the expected price of the listed item **Environment**:
What are the potential distractions to accomplishing the goal?	**Alternative path**: Accepting the offer with no negotiation **Exception path**: Refusing the offer with no negotiation **Boundaries**: Personal preference and the expected price of the listed item
What does the user need to know about the task?	**Duration**: Under 5 minutes for the task, but offers are valid for 48 hours **Complexity**: Not complex **Frequency**: As often as potential buyers submit offers
What is the sequence of tasks or steps?	1. Locate the listed item in the account dashboard 2. Open offers 3. Accept, deny, or submit a counteroffer 4. Repeat as needed until the item is sold or no conclusion is reached a. Some sellers can only send up to 5 counter offers
What is the expected result?	A sold item