

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? These instructions are necessary for those looking to experiment with and utilize Figma for graphic design. Often, instruction around Figma is centered around UX/UI design and glosses over the product's vector-based drawing capabilities. These procedural instructions hope to showcase these capabilities.
- Why is this issue important right now? What is at stake, and for whom?
With the recent acquisition of Figma by Adobe there has been a conscious push towards expanding Figma's vector-based drawing tools, including the introduction of Figma Draw. As such, the product now carries increased utility for those working outside of UX/UI design (the program's traditional user base.) These changes could ultimately cause change in both the UX and Graphic Design landscape, and there is much at stake for those working in both fields.

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
- Graphic Designer

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.

To learn how to create a concert flyer.

To learn how to bring hand-drawn illustrations to life.

To learn how to create a marketing graphic.

To learn how to manipulate an existing marketing graphic.

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

Answer: The reader may already own Figma and wish to utilize it in a new manner. Or perhaps they are wanting to experiment with vector drawing but don't want to purchase Adobe Illustrator or another subscription-based software, and would rather opt for Figma Starter. There could also be readers who are intrigued by the purchase of the software by Adobe and want to see which changes have been implemented. Lastly, it could be someone who is interested in digital design generally and stumbles upon the procedure as part of a slew of tutorials.

How might have they come to find your document?

It could be on Figma's website itself or it could be on an internet thread of some kind. It could also be on a popular help forum of some kind.

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

They likely already know what Figma is and are familiar with graphic design and digital art as a concept. They probably have some experience with "drawing" and may even already have experience with vector-based drawing on the computer.

What are the main questions readers are likely to have?

What is the purpose of learning to do this work in Figma?

What is vector-based drawing?

What are the differences between UX and Graphic Design?

Will I have to pay for Figma's subscription model to access all necessary features?

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: Derek is an 18 year old arts high school student who plays drums in a band with his classmates. Derek's band has just booked their first show at a local venue, and they are all immensely excited. They have practiced for over a year and have invited many of their friends and family members to attend.

The show is in two weeks and the band realized that no promotional materials have been created. The other band members have suggested Derek take the lead on crafting a flyer to distribute amongst the school and post on social media. They pointed to the fact that he has always been the most "tech-savvy" of the band, and even took an introductory Adobe Illustrator course his junior year, though his subscription has now lapsed.

Scenario 2: John is an experienced marketing manager who has been with a preeminent contemporary art museum for over 20 years. A large part of his position is maintaining the museum's website, which he does collaboratively with the in-house web designer in WordPress. The web-designer has suggested that they utilize Figma to make the website more interactive, an initiative the designer will take the lead on. She suggested John

learn to draw basic images in the software to draft basic digital marketing materials for an upcoming lecture, and to gain practice using the software.

Scenario 3: Stephanie is a freehand illustrator who has worked in-house at Penguin Random House for over 30 years bringing their children’s books to life. She has worked exclusively with hand-drawn illustrations her whole career. Yesterday, a client came to Penguin asking for digital illustrations. Stephanie read that Figma has increased drawing capabilities and she would like to learn how to craft draft digital images in the software that mirror her freehand work.

Scenario 4: Samuel has spent the last five years working at a large independent design consultancy that works on everything from graphic and images, web design, products and packaging, to exhibitions and installations. Frequently he will work cross-functionally with the web designers, who do most of their work in Figma. They consistently extoll the collaborative component of Figma and would like Samuel to start crafting some of his images in the software, even if he does ultimately finish everything in Adobe Illustrator.

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? <ul style="list-style-type: none">Do not fall into the function/feature-oriented goal.	For Derek to craft a flyer for his band's show
What tasks does the user need to perform to accomplish the goal? <ul style="list-style-type: none">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.	<ul style="list-style-type: none">- Download Figma- Learn how to navigate software- Draw his flyer in the software using vectors- Size his flyer- Export flyer- Print flyer- Distribute and post-flyer to social media
What are the mental and physical steps involved in each task?	Mental: Conceptualize flyer, including color, text, images, and size. Physical: Hand out flyer to encourage attendance, design the flyer in Figma.
Who performs the task?	Audience: Band member looking to design flyer. Experience: Beginner

	<p>Role: Flyer designer</p> <p>Authority: First time-user</p>
When and under what conditions is the task performed?	<p>Requirements: Figma must be downloaded on an updated computer that can support the software.</p> <p>Limitations: User must know what they want the flyer to look like.</p> <p>Environment: Home or somewhere quiet to focus.</p>
What are the potential distractions to accomplishing the goal?	<p>Alternative path: Decide to hand-draw flyers.</p> <p>Exception path: All desired colors for flyers are not in software.</p> <p>Boundaries: Figma crashes entirely.</p>
What does the user need to know about the task?	<p>Duration: 1-2 hours depending on memory recall of Adobe.</p> <p>Complexity: Depends on Derek's design features.</p> <p>Frequency: Every show or event band has.</p>
What is the sequence of tasks or steps?	<ol style="list-style-type: none"> 1. Download figma <ul style="list-style-type: none"> - Configure software - Make sure computer is updated 2. Learn how to navigate software <ul style="list-style-type: none"> - Toolbar - All Relevant aspects 3. Draw and size flyer

	<ul style="list-style-type: none">4. Print Flyer5. Distribute flyer
What is the expected result?	To make a flier Derek is satisfied with.

Task Analysis for Scenario 2

Guiding Question	Details
What is the user-oriented goal?	For John to learn how to draft basic images in Figma.
What tasks does the user need to perform to accomplish the goal? (<i>Don't worry about sequence or the "completeness" yet.</i>)	<ul style="list-style-type: none">- Download Figma- Learn how to navigate software- Draw his images in the software using vectors- Size images- Show work to Web-Designer
What are the mental and physical steps involved in each task?	<p>Mental: John has to figure out what images he would like to draw for a theoretical client.</p> <p>Physical: Drawing the images in figma.</p>
Who performs the task?	<p>Audience: Marketing manager at museum.</p> <p>Experience: Intermediate</p> <p>Role: Promotional Image Designer</p> <p>Authority: Intermediate</p>
When and under what conditions is the task performed?	<p>Requirements: Figma must be downloaded on an updated computer that can support the software.</p>

	<p>Limitations: User must have images in mind.</p> <p>Environment: Office at museum.</p>
What are the potential distractions to accomplishing the goal?	<p>Alternative path: Decide that he does not need to work in Figma.</p> <p>Exception path: Hand off all work to graphic and web designer.</p> <p>Boundaries: Computer does not support figma.</p>
What does the user need to know about the task?	<p>Duration: 2-3 days or more, depending on how much he'd like to practice.</p> <p>Complexity: Will depend on motivation and frequency of museum events.</p> <p>Frequency: Every month or so likely.</p>
What is the sequence of tasks or steps?	<ol style="list-style-type: none"> 1. Download figma <ul style="list-style-type: none"> - Configure software - Make sure computer is updated 2. Learn how to navigate software <ul style="list-style-type: none"> - Toolbar - All Relevant aspects 3. Draw and size images 4. Review with web and graphic designers
What is the expected result?	Images John is happy with, and confident enough using for museum's website.

Task Analysis for Scenario 3

Guiding Question	Details
What is the user-oriented goal?	To create digital illustrations that mirror Stephanie's freehand work
What tasks does the user need to perform to accomplish the goal? (<i>Don't worry about sequence or the "completeness" yet.</i>)	<ul style="list-style-type: none">- Download figma- Learn how to navigate software- Review freehand illustrations- Try and emulate- Review with Penguin
What are the mental and physical steps involved in each task?	Mental: Make drawings reflect Stephanie's other work. Physical: Drawing in Figma.
Who performs the task?	Audience: Free hand and hand drawn illustrator Experience: Beginner Role: Image Designer Authority: Medium (tricky)
When and under what conditions is the task performed?	Requirements: Figma must be downloaded on an updated computer that can support the software and hand drawn illustrations must be present. Limitations: Must emulate hand drawn style in software.

	Environment: Office at publisher
What are the potential distractions to accomplishing the goal?	Alternative path: Decide that software cannot emulate her work. Exception path: Figma does not have necessary tools for Stephanie. Boundaries: Figma is not supported or Stephanie cannot work digitally.
What does the user need to know about the task?	Duration: Multiple months. Complexity: Likely hard to emulate hand-drawn work. Frequency: Every day
What is the sequence of tasks or steps?	<ol style="list-style-type: none"> 1. Download figma <ul style="list-style-type: none"> - Configure software - Make sure computer is updated 2. Learn how to navigate software <ul style="list-style-type: none"> - Toolbar - All Relevant aspects 3. Review freehand illustrations 4. Try and emulate 5. Review with Penguin
What is the expected result?	Stephanie will have digital illustrations that mirror her hand-drawn work.

Task Analysis for Scenario 4

Guiding Question	Details
What is the user-oriented goal?	To create images in Figma similar to the ones created in Illustrator.
What tasks does the user need to perform to accomplish the goal? (<i>Don't worry about sequence or the "completeness" yet.</i>)	<ul style="list-style-type: none"> - Download Figma - Learn how to navigate software - Draw images similar to work in illustrator - Review with web designers - Complete in illustrator if needed - Present to client
What are the mental and physical steps involved in each task?	<p>Mental: Decide what images need to look like based on client needs</p> <p>Physical: Design images</p>
Who performs the task?	<p>Audience: Experienced graphic designer</p> <p>Experience: Graphic Designer/High</p> <p>Role: Graphic Designer</p> <p>Authority: High</p>
When and under what conditions is the task performed?	<p>Requirements: Figma must be downloaded and client needs must be clear.</p> <p>Limitations: Must be up to par with work in illustrator</p>

	Environment: Office at consultancy or home.
What are the potential distractions to accomplishing the goal?	<p>Alternative path: Decide similar quality of work cannot be completed in Figma.</p> <p>Exception path: Vector-based drawing capabilities are not up to par.</p> <p>Boundaries: Possible communication issues between Samuel and his team.</p>
What does the user need to know about the task?	<p>Duration: A few weeks</p> <p>Complexity: Depends on client needs, Figma learning curve</p> <p>Frequency: Every day</p>
What is the sequence of tasks or steps?	<ol style="list-style-type: none"> 1. Download Figma 2. Learn how to navigate software 3. Draw images similar to work in illustrator <ul style="list-style-type: none"> - Compare software - Utilize collaborative capabilities 4. Review with web designers 5. Complete in illustrator if needed 6. Present to client
What is the expected result?	High quality work to be shared with web designers and ultimately clients.