

On Interfaces

User Scenario

A user interaction scenario is a story about people and their activities.

Carroll & Rosson, CHI 1990



Scenarios describe the stories and context behind why a specific user or user group [comes to your site/need your product]. They note the goals and questions to be achieved and sometimes define the possibilities of how the user(s) can achieve them [on the site].

Scenarios are critical both for designing an interface and for usability testing.

User Scenarios Address Questions Like

- **In what setting(s) will the product be used?**
- **Will it be used for extended amounts of time?
Is the persona frequently interrupted?**
- **Are there multiple users on a single [workstation or] device**
- **With what other products will it be used?**
- **What primary activities does the persona need to perform to meet her goals?**
- **What is the expected end result of using the product?**
- **How much complexity is permissible, based on persona skill and frequency of use?**

User Scenarios are not...

- User scenarios should **not** represent system behaviors **as they currently are**. These scenarios represent the brave new world of Goal-Directed products, so, especially in the initial phases, focus on the **goals**.
- Don't yet worry about exactly **how** things will get accomplished...a bit of a magic black box.

Characteristic Elements of User Interaction Scenarios

Scenario Element	Definition	Examples
Setting	Situational details that motivate or explain goals, actions, and reactions of the actor(s)	Office within an accounting organization; state of work area, tools, etc., at start of narrative
Actors	Human(s) interacting with the computer or other setting elements; personal characteristics relevant to scenario	Accountant using a spreadsheet package for the first time
Task goals	Effects on the situation that motivate actions carried out by actors(s)	Need to compare budget data with values questioned in memo
Plans	Mental activity directed at converting a goal into a behavior	Opening the memo document will give access to memo information; resizing one window will make room for another
Evaluation	Mental activity directed at interpreting features of the situation	A window that is too large can be hiding the window underneath; dark borders indicate a window is active
Actions	Observable behavior	Opening memo document; resizing and repositioning windows
Events	External actions or reactions produced by the computer or other features of the setting; some of these may be hidden to the actor(s) but important to scenario.	Window selection feedback; auditory or haptic feedback from keyboard or mouse; updated appearance of windows

➡ 1. Schritt hin zum User Scenario

Working with Scenarios

Do's

Provide a setting, the problem, and goal to provide a visual for the situation in which a real user could find them self.

Provide a rich set of activities or tasks and decisions the user could need to make within a single continuous session.

Be specific, such as to the actual selection or decision, e.g. withdrawing \$20. You are defining an exact path the user is choosing. It's as if you're watching and recording an actual interaction.

Abstract operations to get the technology out. Focus on the user actions and choose verbs and descriptors that are technology independent

Don'ts

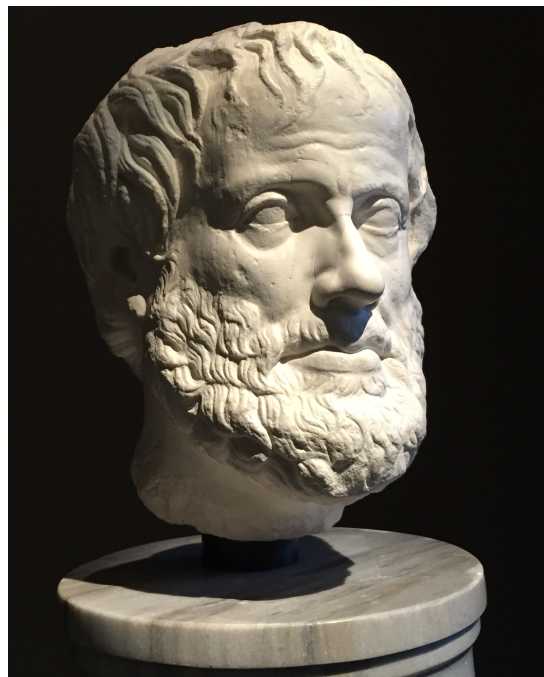
Avoid specifying what the system is doing. You haven't yet determined how you're going to implement it.

Avoid specifying any User Interface components, such as "He clicks OK" or "She presses Withdraw Cash". It's too early in the process.

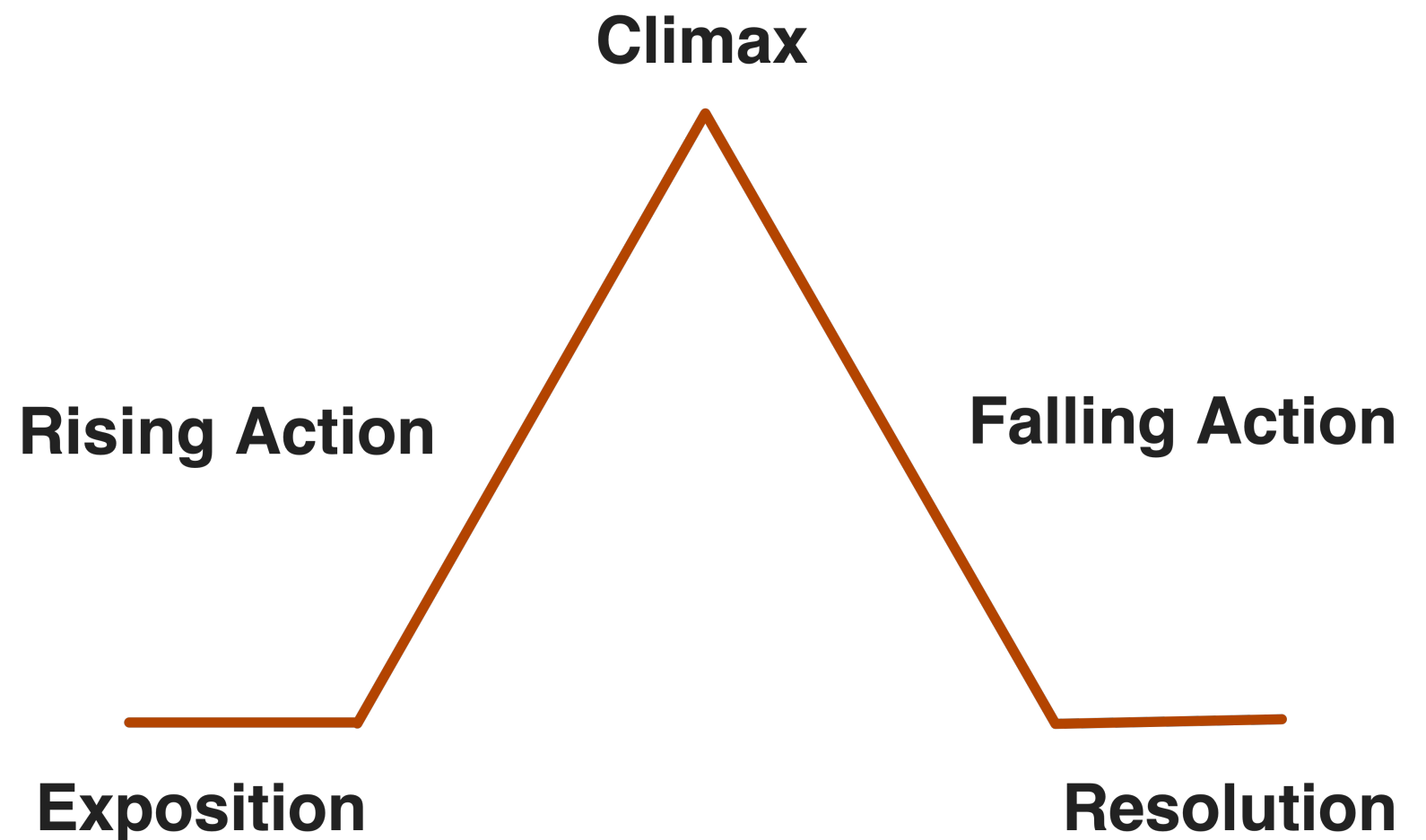
Avoid providing different Scenarios for similar tasks. They don't offer new information and will bore readers. Save this level of detail for Use Cases or User Stories.

Avoid micro-Scenarios that just have one or two activities and few decisions. They don't offer much information. Try to combine into a richer set of activities, or just save them for lower level Use Cases.

Tell a Story - Classically



Freytag's Pyramid



Danke

