



UNIVERSITY OF
PLYMOUTH

COMP2000: Software engineering 2
Interaction design and usability -II

Persona, user story, scenario and storyboard

- User research is the first step in designing around **your users**.
- Engaging in **user persona**, **user story**, **scenario** and/or **storyboard** development will help you to identify key information about your users and build products that will delight your users time and time again.
- Everything we do to get closer to users is a step in the right direction.

Scenario vs user story

- Use the chat facility

Persona

- A user persona is an archetype or character that represents a potential user of your website or app.
- In user centred-design, personas help the design team to target their designs around users.
- There is usually more than one type of user who will interact with your website or app prototype, and creating personas helps to scope out the range of users.

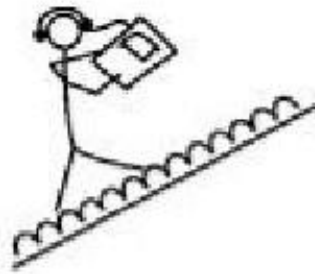
Scenario

- **As scenario** is a situation that captures how users perform tasks on your site or app.
- User scenarios describe the user's motivations for being onsite (their task or goal) and/or a question they need answered, and suggest possible ways to accomplish these objectives.
- It is essentially a development of the user story, and can relate to multiple target users.
- **For example**, a scenario could outline how **a user** uses a mobile app to buy a ticket to a design workshop whilst on his way to work.

Storyboard

- A **storyboard** is a visual representation of how the user would react with your site or app.
- There are different types of storyboards that designers can create: **sketches, illustrations and screenshots, slideshows and animated, live demos.**

Greece.



Christina walks up hill, the product gives her information about the site



Christina adjusts the preferences to find information about the pottery trade in Ancient Greece



Christina scrambles to the highest point



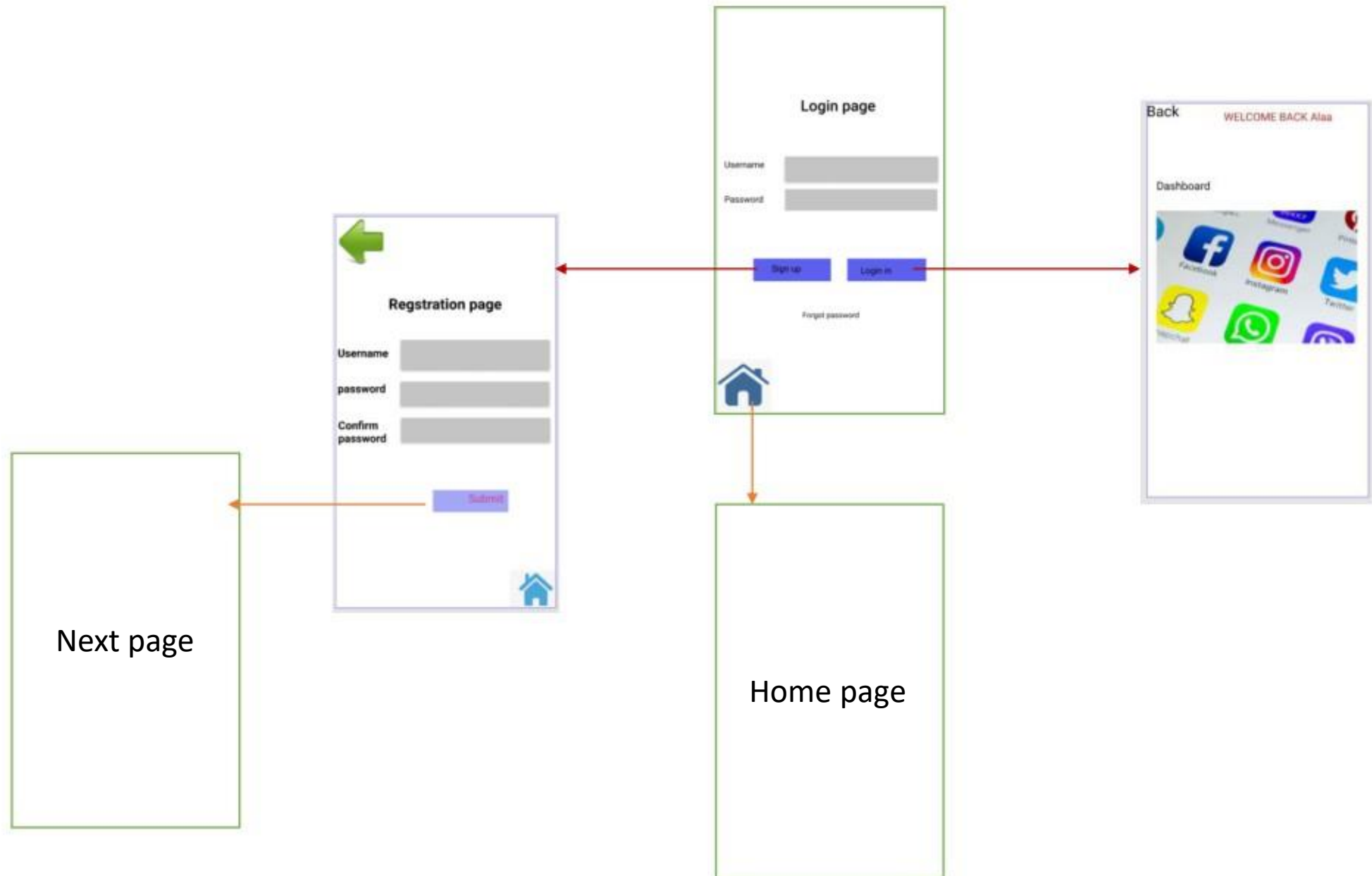
Christina stores information about the pottery trader's way of life in Ancient Greece



Christina takes a photograph of the location of the pottery market

Figure 11.3 An example storyboard for a mobile device to explore ancient sites such as The Acropolis





User story

- A **user story** is a short statement or abstract that identifies the user and their need/goal.
- It determines who the user is, what they need and why they need it.
There is usually one **user story** per user **persona**.

- **Scenario:** Mary is the mum of 16-year-old Amy. Mary is very passionate about cultural heritage and wants to get her daughter to learn about her culture. Amy does not find visiting cultural heritage sites very interesting as she sees sites as ruined abandoned places like a dead habitation. Mary found a mobile app that has an interesting service that enables visitors to experience life back in time, which helps visitors to be closer to the past. The service could be delivered through the mobile phone's camera or smart eyeglasses. Mary thought that might help changes Amy's perspective about historical places.
- This service enables visitors to travel inside history and watch people's life back in time. She took Amy to a historical place that used to be a battlefield back at a particular period of time and encouraged her to use this service.

- Amy chose to use the smart eyeglasses with a headset as she thought that would enable her to immerse in the atmosphere. The service displayed a real situation of the life back in time. Amy imagined herself walking down a street watching and listening to events surrounding her.
- Amy enjoyed the experience a lot, which gave her a real picture of how life back in time used to be and she understood stories behind events that happened back in time.
- That experience helped her appreciate history and made her feel proud about her culture. It helped change her opinion about visiting cultural heritage sites;
- Amy now sees that place differently, as the site is brought to life and not only a bunch of abandoned bricks.

- A perfect user scenario comes in a way of a short story that clearly defines the context in which the product is used.
- It gives answers to such important questions as:
 - **Who** is the user of our product?
 - **What** does this user want to accomplish with our product?
 - **How** is this user going to achieve her goals?
 - **Why** does this user choose our product over other available options?
- It is best to keep the user scenarios as close to reality as possible, using the expressions and wording a typical user would speak.





Any question?

- [Menti.com](https://www.menti.com)

- Thank you