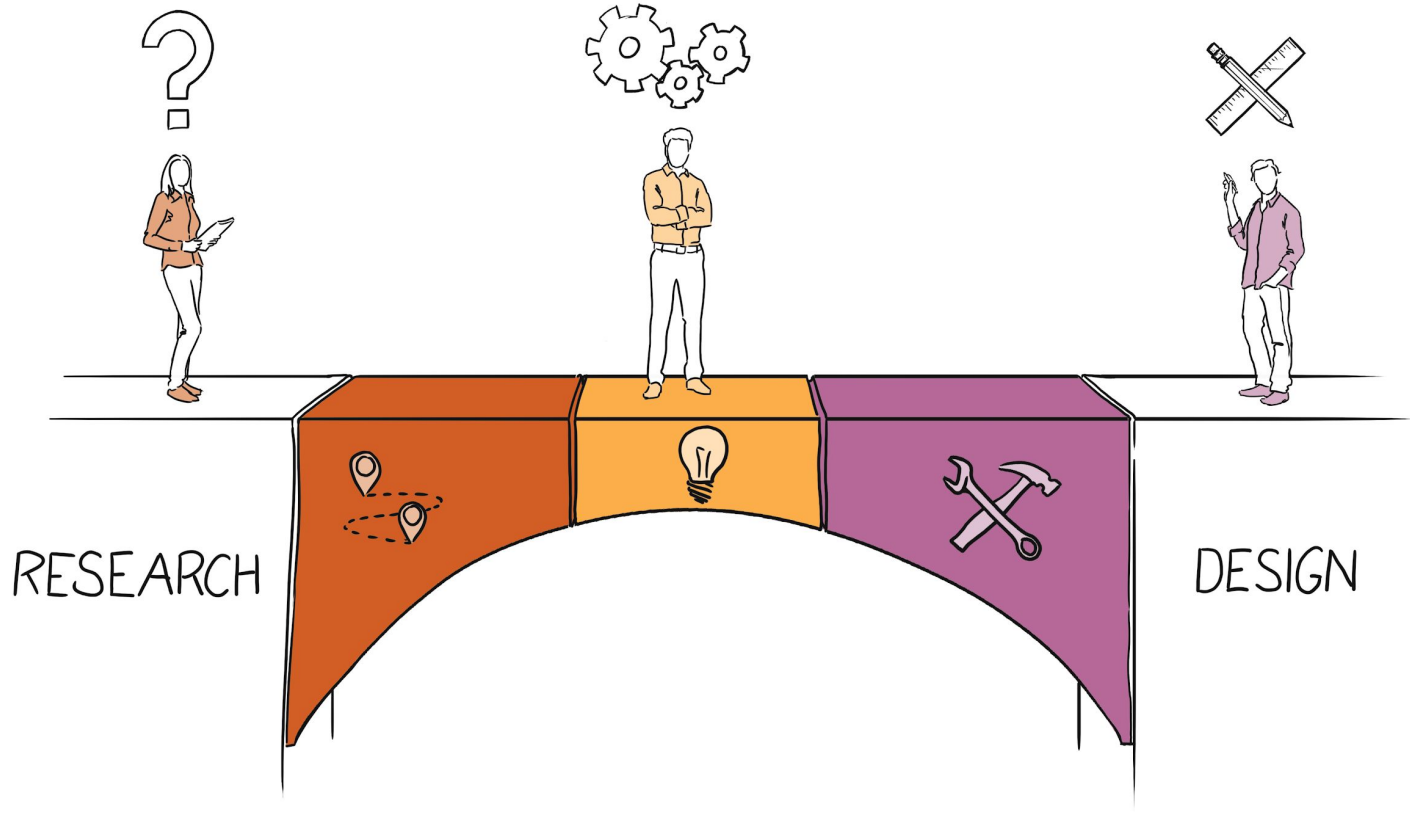
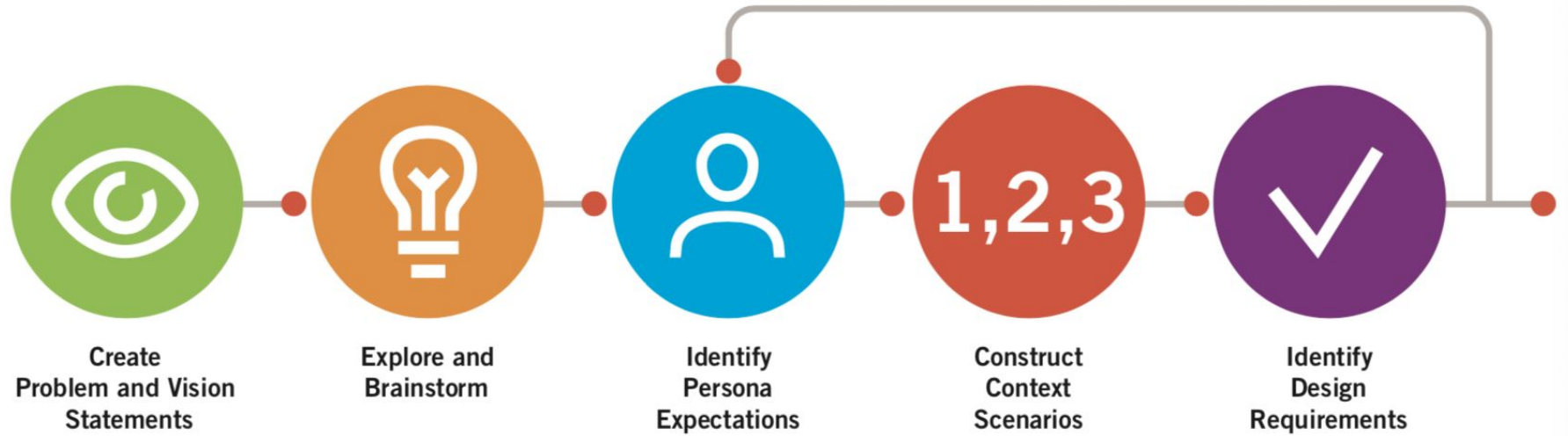


Setting the Vision

Scenarios and Design Requirements



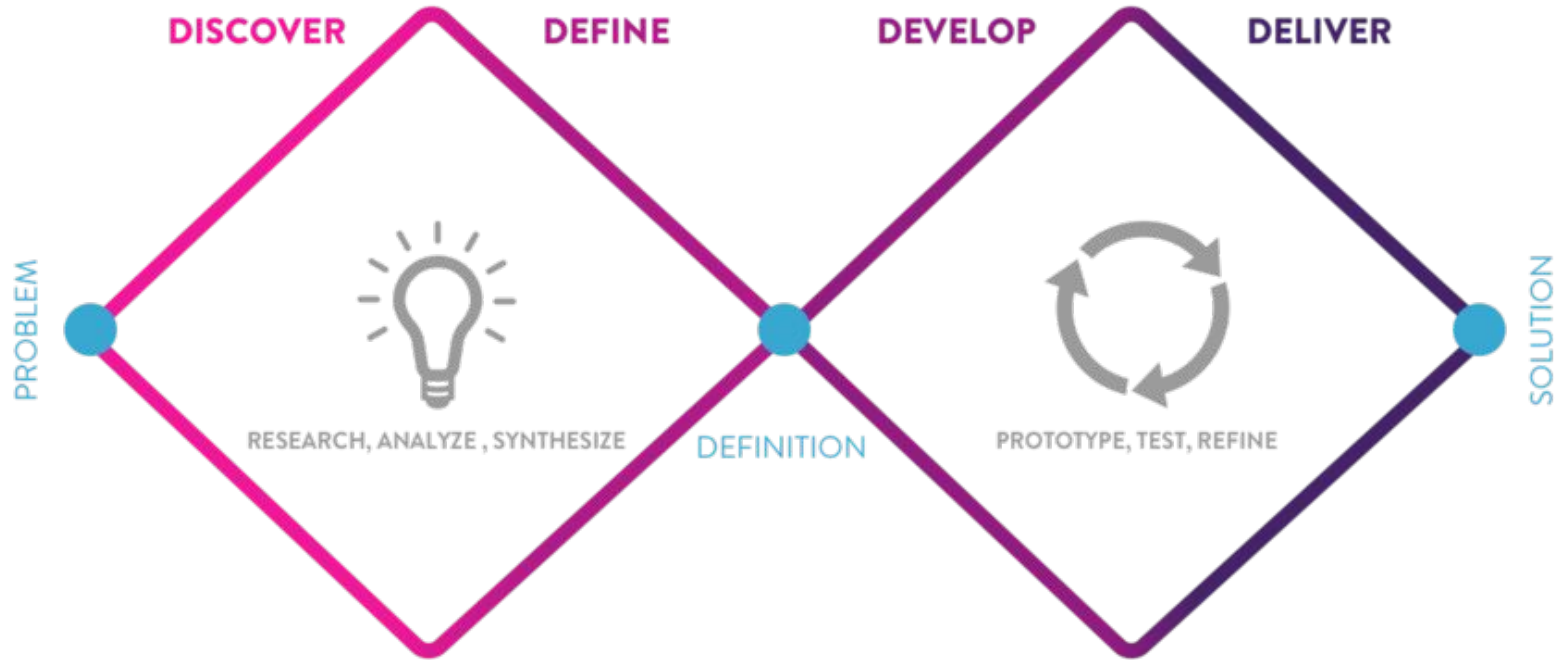
Bridging the Gap: How do take the research and turn it into a product?



The Requirements Definition process

1. A Problem Statement

defines the purpose of the design initiative



The Double Diamond

Example Problem Template

[Our service/product] was designed to achieve [goals] for [user]. We have observed that the service/product isn't meeting [these goals], which is causing [this adverse effect] to our business.

Example Problem Statement

Company X's customer satisfaction ratings are low. Market share has diminished by 10 percent over the past year because users have inadequate tools to perform tasks X, Y, and Z that would help them meet their goal of G.

Example Problem Statement

Indiana University student job placement is lower than the national average. Students report they don't have the skills to find adequate employment in the first year after graduation. This puts the University at risk for lower enrollment.

Vision Statement

an inversion of the problem statement that serves as a high-level design objective or mandate.

Vision Statement Template

The new design of [service/product] will help [users] achieve [user's goals] so that they are more successful based on [these measurable criteria]

**Vision Statement =
Hypothesis**

Vision Statement Example

The new design of Product X will help users achieve G by allowing them to do X, Y, and Z with greater [accuracy, efficiency, and so on], and without problems A, B, and C that they currently experience. This will dramatically improve Company X's customer satisfaction ratings and lead to increased market share.

Example Vision Statement

The new career services will identify gaps in students skills and employment goals early and help students obtain the skills they need so that 85% of graduating seniors will have a job in their chosen field upon graduation.



Write problem and vision statements for SeedStore.com

Take five minutes to write a problem and vision statement for your seedstore project. Post it in the discussion and I can give you feedback.

2. Explore and Brainstorm with How Might We Questions (HMWs)

Rephrase problems as opportunities



understand

- who are the users
- what are their needs
- what is the context
- competitor review
- formulate strategy



diverge

- envision
- develop lots of solutions
- ideate



decide

- choose the best idea
- storyboard the idea



prototype

- build something quick and dirty to show to users
- focus on usability not making it beautiful



validate

- show the prototype to real users outside the organisation
- learn what doesn't work

HMWs spur divergent thinking. More ideas = better ideas

Bad HMW examples:

HMW redesign the CalPoly parking website?

HMW make it easier to sign up for classes?

HMW make it simple to get good food on campus?

HMW make ordering textbooks fun?

How Might We Formula

Start with your insight

Intended Experience + Primary User + Desired Outcome

How Might We Formula

Start with your insight

The elderly get overwhelmed by technology and need help even with “simple” tasks like unsubscribing from spam emails.

Intended experience (or Action) + User + Outcome

Empower	the Elderly	Research how to
		complete simple tasks

How Might We Formula

Start with your insight

Our research showed that kids love getting ice cream from a truck, but on hot days there's trouble with spillage as kids get back to their families.

How Might We: Redesign the ice-cream buying experience for kids so that it can be more portable and less messy.

Good HMW examples:

1. HMW empower the elderly to research simple computer tasks?
2. HMW connect seniors to someone that can help them complete simple computer tasks?
3. HMW help newcomers feel that by signing up for our service they'll access to information worth exploring?

No Idea is a bad idea

Allow yourself and teammates to be unconstrained
and uncritical

How Might We Questions

Frame your ideation

Help launch a brainstorming session



Write 5 HMWs for TheSeedStore.com

HMW questions get better with practice (and feedback!)

Based on what you've learned from your research with gardeners, post five HMW on the discussion board for some feedback.

3. Identify Persona Expectations

- What do the interview subjects mention first?
- Which action words (verbs) do they use? What nouns?
- Which intermediate steps, tasks, or objects in a process don't they mention? (Hint: these may give you clues about the user's mental models)

4. Construct Context Scenarios

A context scenario tells the story of your persona using the future version of your product in the way that is most typical for that persona.

Context Scenarios address the following questions:

- In what setting(s) will the product be used?
- Will it be used for extended amounts of time? Is the persona frequently interrupted?
- Do several people use 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?

A sample context scenario

Vivien Strong is a real-estate agent in Indianapolis whose goals are to balance work and home life, close the deal, and make each client feel like he or she is her only client.

1. While getting ready in the morning, Vivien uses her phone to check her email. Because it has a relatively large screen and quick connection time, it's more convenient than booting up a computer as she rushes to make her daughter, Alice, a sandwich for school.

2. Vivien sees an email from her newest client, Frank, who wants to look at a house this afternoon. The device has his contact info, so she can call him with a simple action right from the e-mail.

A sample context scenario

3. While on the phone with Frank, Vivien switches to speakerphone so she can view the screen while talking. She looks at her appointments to see when she's free. When she creates a new appointment, the phone automatically makes it an appointment with Frank, because it knows with whom she is talking. She quickly enters the address of the property into the appointment as she finishes her conversation.

4. After sending Alice to school, Vivien heads into the real-estate office to gather some papers for another appointment. Her phone has already updated her Outlook appointments, so the rest of the office knows where she'll be in the afternoon.

A sample context scenario

5. The day goes by quickly, and eventually Vivien is running a bit late. As she heads toward the property she'll be showing Frank, the phone alerts her that her appointment is in 15 minutes. When she flips open the phone, she sees not only the appointment, but also a list of all documents related to Frank, including e-mails, memos, phone messages, and call logs to Frank's number. Vivien initiates a call, and the phone automatically connects to Frank because it knows her appointment with him is soon. She lets him know she'll be there in 20 mins

6. Vivien knows the address of the property but is unsure exactly where it is. She pulls over and taps the address she put into the appointment. The phone downloads directions along with a thumbnail map showing her location relative to the destination.

A sample context scenario

7. Vivien gets to the property on time and starts showing it to Frank. She hears the phone ring from her purse. Normally while she is in an appointment, the phone automatically goes to voicemail, but Alice has a code she can press to get through. The phone knows it's Alice calling, so it uses a distinctive ringtone.

8. Vivien takes the call. Alice missed the bus and needs to be picked up. Vivien calls her husband to see if he can do it. She gets his voicemail; he must be out of service range. She tells him she's with a client and asks if he can get Alice. Five minutes later the phone sounds a brief tone. Vivien recognizes it as her husband's; she sees he's sent her an instant message: "I'll get Alice; good luck on the deal!"

5. Identify Design Requirements

Extract design requirements from your context scenario

Design Requirement Formula

Objects + Actions + Context

Design Requirement Formula

Context Scenario: Vivien sees an e-mail from her client, Frank, who wants to look at a house. The device has his contact info, so she can call him with a simple action right from the email.

Design Requirement: Actions + Object + Context

Design Requirement: Call Frank directly from email

Other requirements

Business requirements, brand requirements,
technical requirements, customer requirements