SCENARIOS

Assignment 3 from edX's «From Concept to Wireframe»

The design problem: «No-Theft Security System»

This product wants to offer a variety of solution in order to dissuade and slower (and possibly aiming to catch) the burglars during their actions. Moreover, there are some concepts about monitoring the route they are taking, after the thievery.

Most of the systems can be triggered automatically or through a manual command from the official App. When possible, a combination of systems can be used in the same situation.

For a better understanding, the next pages will provide the personas' basic information from the previous task, followed by their scenarios.

George

Demographics

Age: 32
Occupation: Warehouse owner
Location: New York
Life stage: Single

Motivators

- **Reputation on the market:** making the buyers informed about the security of the goods improves their trust
- **Control:** George likes to have everything in sight
- **Money:** He wants to avoid the employment of an actual security guard

Constraints

- **Infrastructure:** for the best use, a high quality internet access subscription from his workplace is needed
- **Technology passionate**
- **High technical literacy**

George

Scenario

George is an entrepreneur of 32 years old having a warehouse based in New York.

He is having lunch with some important suppliers in a restaurant in Philadelphia, discussing how important nowadays is the security aspect when applied to storage of products.

One of his suppliers, John, says that this year a lot of thefts are going on in the city of New York and advises George to employ a security guard for his company.

Unfortunately, he does not have enough money to have a guard so he decided to rely on a technology investment. It's almost 1 pm when his smartphone alarm rings. Is it an intrusion? On the screen appears a countdown generated by the "*No-Theft Security System*" informing George that in the absence of any input the 911 will be automatically called, informing the police about what the Security System has sensed. He then slides easily between the tabs and finds that the System revealed a long pressure on his entrance carpet. Thanks to his quick internet connection he can see through the IP camera that a stray dog is just laying for a while on his carpet.

John and the other George's colleagues are so impressed that they think they will buy the same System.

Tina

Motivators

- **Feeling safer:** she has been a victim of a theft in the past
- **Living environment:** the zone in which her house is located is not known as the safest
- **Obsolescence**: Her current alarm system results outdated

Demographics

Age: 38
Occupation: Sales representative
Location: Los Angeles
Life stage: Divorced, two children

Constraints

- **Moderate technical literacy**
- **Tina is often far from home due to her job, leaving her older son (18) with his little sister (9) alone**
- **Business trips:** She can't use the phone while driving for long business trips

Tina

Scenario

Tina is a sales representative but also a single mum, so when she is abroad for work, she cares a lot about the safety of her two children of 18 and 9 years old when left at home.

Since her neighborhood seems often hit by thievery, she decided to replace her old home security system with a new one called "*No-Theft Security System*".

Thanks to the integration with "Android Auto" and "Apple Carplay" she can use the "*No-Theft Security System*" even while driving.

While she is driving in the night on the I-5 route from Los Angeles to San Francisco, she receives a voice notification from the App that, explains that the infra-red camera has sensed someone not authorized to enter home, asking for the permission to call the police in 10 seconds. After she agreed to make the automatic call she activates the "All lights On" function by using the vocal command "Anti-theft, turn all the lights on!", then suddenly all the lights of her villa become turned on, making the thief clearly visible to the cameras. Suddenly, the thief feels confused and leaves the stolen good falling on the floor and starts to run away.