IN4MATX 231:
User Interface Design & Evaluation

Class 6:
Requirement and Task Analysis

Daniel Epstein

1. Assess needs
2. Specify requirements
3. Build prototypes
4. Test with users
Hooray, we made it!

Announcements

- XD tutorial *next* Wednesday during discussion
  - October 23rd, 5pm, DBH 1423
- Formative work and presentations pushed back to next Thursday (24th)

Today's goals

By the end of today, you should be able to…

- Analyze qualitative data from a needfinding study
- Define and describe the relationship between personas, scenarios, and tasks

Developing design insight is hard

- Qualitative needfinding research yields a lot of data
  - Does not reduce to a statistical test
- Need to get from data to design insight
  - But this is fundamentally difficult

Goal: start with unstructured qualitative data, develop a model with it, use model to inform tasks

Designing with Tasks

- We will primarily emphasize designing with tasks
- Tasks should build off of your needfinding work

Why Task Analysis?

- A system will fail if:
  - It is inappropriate for the person
  - It does not meet a person's needs
- Your needfinding will emphasize getting to know people and their needs
- Can you then just make "good" interfaces?

Why Task Analysis?

- “Good” has to be interpreted in the context of use
  - Might be acceptable in an office, but not for play
  - Infinite variety of tasks and customers
- Guidelines are too vague to be generative
  - e.g., “give adequate feedback”
  - Can be used to critique, but not to generate
- Design is often about tradeoffs

Why Task Analysis?

- Task analysis is a lens on the information you obtain through needfinding
  - Use what you learned in your needfinding to answer the questions in the task analysis

11 Task Analysis Questions

- Who is going to use the system?
- What tasks do they now perform?
- What tasks are desired?
- How are the tasks learned?
- What is the relationship between people & data?
- What other tools do people have?
- How do people communicate with each other?
- How often are the tasks performed?
- What are the time constraints on the tasks?
- What happens when things go wrong?

Question 1

Who is going to use the system?

- Identity
  - In-house or specific customer is more defined
  - Broad products need several typical consumers
- Background
  - Existing systems, training
- Skills, work habits, and preferences
- Physical characteristics and abilities

LA Parking Meter

Who is going to use the system?

- Identity?
- Background?
- Skills, work habits, and preferences?
- Physical characteristics and abilities?

PARK, PAY & DISPLAY
Parking Pay Station Instructions
Insert card and push BLUE button to buy time OR Insert coins to buy time
Push GREEN button to print receipt
Remove card quickly wait for receipt and display properly
Display one receipt only to park in any meter or pay station space until your time expires
Use the removable backing to tape receipt to INSIDE of a front-seat side window
driver's side
PARALLEL curbside
ANGLE
For MOTORCYCLES, tape to headlight cover
Questions? Call 684-ROAD (7623)
paystations@seattle.gov
SDOT

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插入卡並按藍色按鈕購買時間，或投入硬幣購買時間
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僅限顯示一張收據，以便在任何眯表或付費站的車位泊車，直到您的時間到期
請使用可剝離的背面，將收據貼在前座側車窗內側
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ĐẬU XE, TRẢ TIỀN & DÁN BIÊN NHẬN
Hướng Dẫn về Trạm Trả Tiền Đậu Xe
Đút thẻ vào và bấm nút XANH để mua giờ HOẶC Bỏ tiền cắc để mua giờ
Bấm nút XANH để in biên nhận
Rút nhanh thẻ ra chờ biên nhận và dán đúng cách
Chỉ dán một biên nhận để đậu xe tại bất cứ chỗ nào có đồng hồ hoặc trạm trả tiền cho đến khi hết giờ đậu
Dùng miếng dán mặt sau có thể gỡ ra để dán biên nhận vào MẶT TRONG cửa kính bằng trước
phía người lái
SONG SONG bờ lề
GÓC
Đối với XE GẮN MÁY, dán vào chụp đèn trước
Thắc Mắc? Hãy gọi số 684-ROAD (7623)
paystations@seattle.gov
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Questions 2 and 3

What tasks do they now perform? What tasks are desired?

- Important for both automation and new functionality
- Relative importance of tasks?
- Observe people, see it from their perspective
- Automated billing example
  - A small dentists office had billing automated, assistants unhappy with new system
  - Old forms contained hand-written margins,
    e.g., “patient’s insurance takes longer than most”

Questions 2 and 3

What tasks do they now perform? What tasks are desired?

PROVED

poonful salt
beaten
l milk

beaten egg and add
melted fat. Bake in
25 min. Makes 11

cup. flour, add 4
baking powder to
g and bake same as

sp. baking powder,
same as for Plain
d adding to other
14.

to 1 cup. chopped
fruit with 2 tbsp.
lates, figs, apples,

Yorkshire Pudding
Individual

MEALS TESTED TASTED AND APPROVED 143

POPOVERS

3 egg recipe makes 12

beat well very!

2 cupfuls flour
½ teaspoonful salt
2 eggs
2 cupfuls milk
2 teaspoonfuls melted fat

Beat eggs slightly. Sift flour and salt, and add alternately with milk to eggs. Add melted fat. Beat with egg beater until smooth and full of bubbles. Fill hot greased cast aluminum or iron gem-pans or glass or earthenware custard cups, ⅔ full of popover batter. Place immediately in a hot oven of 450° F. and bake for 30 min. Then lower temperature to 350° F. and bake for 15 min. longer. Makes 9 popovers.

CORNBREAD

2 cupfuls cornmeal
1 teaspoonful soda
1½ teaspoonfuls salt
2 cupfuls sour milk
2 eggs, beaten
2 tablespoonfuls melted fat
3 tablespoonfuls sugar

Sift dry ingredients together. Mix milk with beaten eggs and add to dry ingredients. Stir well together and add melted fat. Pour into a hot greased baking pan or muffin tins and bake in hot oven of 400° F. for 20-25 min. Makes 24 pieces.

GRIDDLE CAKES

Combining with other methods

- “If you want to create a product that satisfies a broad audience… logic will tell you to make it as broad in its functionality as possible to accommodate the most people. Logic is Wrong.”

Personas

- Archetypal character meant to represent a group of people in a role who share common **goals**, attitudes, and behaviors when interacting with a particular product or service

"This is what I need in order to do my job."

NAME: Vivica Parker
AGE: 32
OCCUPATION: Journalist
PROFILE:
Born in Washington, DC
Lives and works in New York City (far from family)
Lives by herself in a small apartment
Has a driver's license
Calls parents and older brother on weekends
Works for an online art magazine and is currently in charge of writing a blog about graffiti. In order to do that she needs to do the following tasks:

- **Walk/drive around the city**
- **Take pictures**
- **Talk with artists and keep record of that info (place, time, people)**
- **Work day/night**
- **Share the collected information with editor and magazine's readers**

To do her job, usually carries note-books, camera and cell phone to keep in touch with her editor.

INTERESTS:
Amateur theater actress since she was 23
Travel and merge in different cultures
Architecture
ACTIVITIES:
Did research on ancient Egyptian architecture
Member of the Art Society of NY

TECH EXPERIENCE:
Basic knowledge about operating systems
Uses the Internet frequently either for personal or business purposes
TECH ATTITUDE:
Always open to new technology, but she feels annoyed with complex applications and discards them very often
Tends to feel numb using the latest high-tech gadgets and needs time to get used to them

GOALS & SITUATED BLOGGING NEED:
Needs to keep track of her location and time when she (a) finds and photographs graffiti and street art for her blog and (b) conducts audio inter-views of artists and enthusiasts
Needs to have a quick way of keeping track of content gathered from separate locations in order to post articles before editorial deadlines

Personas

- Purpose
  - Empathy: characters to engage and relate to
  - Focus: can focus on specific people and needs, versus always attempting to design for everybody
  - Communication: conveys range of data, can help make assumptions more explicit
- Multiple types
  - Primary, secondary, supplemental, customer, served, negative

Personas

Goals

- Life goals: personal aspirations
  - e.g., to retire before the age of 50
- Experience goals: how to feel with a product
  - e.g., to feel competent while using the product
- End goals: tangible outcomes with a design
  - e.g., to be updated about finances over the last month

Personas

Roles

- Personas do not necessarily equal roles
  - e.g., parent, doctor, programmer, actor
- People can have multiple roles
- People in a role can have different needs and goals
  - e.g., a new programmer vs. an experienced programmer
  - e.g., parent of 1 vs. parent of 8
  - e.g., oncologist vs. podiatrist

Personas

- Critical to avoid using stereotypes as personas
  - "The whole point in creating personas is to get past your personal opinions and presuppositions." Goodwin, 2002
- Not a substitute for needfinding research, but a tool for summarizing and conveying that research
  - Collect design research data
  - Segment people
  - Create personas for segments

Parxat Practical

Primary Motivation to acquire phone:

I got my mobile phone to make calls when I am away from work or home

Associated motivations:

I got a good price on my phone and mobile phones are cheaper than landlines

Personal Profile

"Mobile phones are part of your communications its like eyes and ears"

For Parxat, mobile phones have provided a key way to stay in contact with work, family and friends.

He owns and manages a small computer game club with eight computers. His club does not yet have internet or a landline; however, he would like to add the internet and more computers when he can afford them.

Currently, Parxat maintains all of the computers but knows he may need help with some computer problems in the future. Other club owners that he has known have had to shut down after two to three years because the equipment has broken down and the owners cannot get the old equipment fixed or afford new. Right now he is not sure who he would ask for help if one of his computers needed maintenance that he could not perform himself.

Parxat has always relied heavily on a system of personal recommendations when looking for professional services. He feels that one should "*trust the advice of friends because they are to be trusted.*"

Parxat's Goals for MoSoSo Directory

- Would seek recommendations for professional help such as plumbers and computer maintenance
- Would like to create a public recommendation for his computer club
- Groups he would join or create
  - Family
  - Clients from his computer club
  - Friends through work

Key Significant Differences

Uses the phone for work calls
Bought his mobile phone (not a gift)
Tech savvy compared to other groups

Personal Information

Age: 43 years
Profession: Owns and manages computer game club with eight computers
Lives: In the capital city of Bishkek
Home Life: Lives with his wife and two sons
Russian: Can speak and read fluently
Primary Home Language: Kyrgyz
Primary Work Language: Russian
Schooling: He has a degree in economics focused on finance and credit from Kyrgyzstan Slavonic University
Income: 5200 soms a month (approx $140.00)

Technical Information

Internet Use: Yes, at least occasionally
Length of use: 36 months
Use how often: 1-2 days a week
Where use: Most often at a friend's internet cafe
Computer User: Yes
How often: Several times a day at work
Cable or Satellite TV: Yes
Home Landline: Yes

Mobile Phone Use

Length of use: 28 months
How acquired: Bought his phone new
Use how often: Usually a few times a day
For: 60% personal calls, 40% work calls
SMS: Yes: 70% voice, 30% text
Feelings and concerns:
Concerned that mobile phone activity is monitored
Would miss his phone very much if he did not have it (rated 4 on a scale of 1-4)
Feels mobile phone access is too expensive

Primary persona: represents 55% of survey respondents who own mobile phones

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Parxat Persona Data Detail

Photo: Older male participant from interview KG_RF1. The participant is actually a field worker from Kara Balta. His personal data was actually used for Roza's husband.

Motivation: We placed the 460 survey participants with mobile phones in one of three groups based on their responses. We found that 352 of these respondents claimed motivations that fell into one of the three final motivation groups without overlap.

There were 194 individuals in the practical motivation group. Almost all members of this group (99%) gave a need to make calls when away from home or work as the motivation for acquiring a mobile phone, 2% were also motivated by mobile phones being cheaper than land lines and 2% by getting a good price for the phone.

Name: Parxat is the name of a top party member in the Krygyz parliament.

Status: Parxat represents the most important persona with 55% of the survey respondents with mobile phones in this group.

Goals: The father and oldest son from KG_UF1, the father from KG_RF1 and the second friend from KG_RY1 best fit the practically motivated group. These goals were based on stories they conveyed about difficulties they had encountered when looking for professional help especially descriptions given by the male friend in KG_RY1 from his computer club business.

Profile: This profile description was based on one of the male friend participants from Interview KG_RY1. The last advice quote was a direct quote from the father in the KG_UF1 interview.

Mobile Phone description: 91% of the practical group use their phones for personal calls; 41% for work - the most of any group. This description also reinforces the primary motivation of the group, "I got my phones to make calls when I am away from home or work". It is notable that this primary motivation is significantly negatively associated with the primary motivations in the other two groups.

Quote: This is a direct quote from the father participant in Interview KG_UF1.

Key Difference: 41% of the practical motivation group used their phones for work - this was significantly more than the other two groups.

Key Difference: 41% of the practical motivation group bought their phones new - more than any other group (most survey respondents received their phones as gifts).

Key Difference: The practical group had more experience with computers and internet than any of the other two groups: 49% used computers, 39% owned a computer (significant difference), 29% used the internet.

Age: Actual mean age of the group was 35.9. This was the oldest mean age, but was skewed higher here to emphasize the difference with the other groups.

Profession: This profession is based on one of the male friends from Interview KG_RY1. 30% of the practical group was employed which was significantly higher than any other groups.

Lives: 66% of practical users live in an urban environment - this is also the urban environment location of the interviews.

Home Life: Mean family size was 3.5 people for the practical group.

Russian: 89% of the practical group speak and read Russian.

Primary Home Language: 50% claimed their primary language at home was Krygyz. This was the highest of any language.

Primary Work Language: 62% of those employed spoke Russian at work.

Schooling: This degree is also based on male friend owned the computer club from Interview KG_RY1. Also, the practical group had significantly more education (avg.12.5 years) than the replacement group (avg. 11.1 years) and the general population (avg. 10.7 years).

Income: This is slightly higher than the average income of 4775 soms ($137.00) based on August 2008 exchange rate and data from http://enews.ferghana.ru/news.

Internet Use: 29% of this group used the internet - the highest of any group.

Length of use, Use how often, Where Use - All mean numbers based directly on survey data.

Computer Use: 49% of this group used computers - the highest of any group.

How Often: mean number from the survey data.

Cable or Satellite TV: 29% of this group had cable or satellite TV - the second most of any group.

Home Landline: 51% have home landlines - the second most of any group.

Mobile Phone:

Length of Use: mean number from the survey data

How acquired: 41% of the practical motivation group bought their phones new - more than any other group (most survey respondents received their phones as gifts).

Use how often: mean number from survey data

For: All groups used their phones mostly for personal calls. **41%** of the practical motivation group used their phones for work. This was statistically significantly more than the other two groups.

SMS: 27% of the practical group used SMS. This split was based on the numbers given by the older son participant from Interview KG_UF1.

Feelings and concerns:

61% felt mobile activity was monitored. This was statistically significantly higher than any other group (no other group was higher than 45%);

57% claimed they would miss their phones "a lot" - this was the most of any group ;

66% felt mobile access was too expensive-

Shirin Social

Primary Motivation to acquire phone:
I like people to reach me at all times

Associated motivations:
My friends all have mobile phones

Personal Profile

"We just talk to our friends....things like did you hear that this or that happened - in our communication rumors are the official news, and gossip works"

For Shirin, keeping in contact with friends is the most important thing about mobile phones.

She is a full time student (junior) at American University of Central Asia (AUCA), studying business administration. She also works part time as a bartender in a cafe .

Shirin is part of an unregistered student association at school that organizes cultural and historical meetings at a local cafe. She also enjoys arranging parties for her friends.

She is interested in social networking applications on the internet, but has found it boring, stating" *the first time is interesting then you get bored because you already know everybody."*

Shirin's Goals for MoSoSo Directory

- Would use the service most to create groups of friends
- Would like to broadcast messages to particular groups or to tell people where there will be social gatherings
- Would like to retrieve messages from other members of a group
- Groups she would join or create
  - Family
  - Friends from work and school
  - Associations through her unregistered student organization

Key Significant Differences

Uses the phone to primarily to call friends

Least likely to feel mobile access is too expensive

Somewhat tech savvy

Personal Information

Age: 20 years

Profession: Student and works part time as a bartender in a local cafe

Lives: In the capital city of Bishkek

Home Life: Lives with her dad and an older brother. She also has around 30 cousins in towns.

Russian: Can speak and read fluently

Primary Home Language: Kyrgyz

Primary Work Language: Kyrgyz

Schooling: She is a full time student (junior) at the American University of Central Asia studying business administration

Income: 2000 soms a month (approx $55.00)

Technical Information

Internet Use: Yes, at least occasionally

Length of use: 33 months

Use how often: About once a week

Where use: Most often at an internet cafe

Computer User : Yes

How often: A few times a week at school

Cable or Satellite TV: Yes

Home Landline: Yes

Mobile Phone Use

Length of use: 25 months

How acquired: Was given the phone by a cousin

Use how often: Several times a day

For: 80% personal calls, 20% work calls

SMS: Yes: 65% voice, 35% text

Feelings and concerns:

The least likely of any group to feel that mobile phones are too expensive

Feels that mobile phones are important to her future career

Primary persona: represents 32% of survey respondents who own mobile phones

2

Shirin Persona Data Detail

Photo: Younger female participant from the interview with three urban young friends (KG_UY1). The participant actually lives in Bishkek, is eighteen years old and is a student at the American University of Central Asia.

Motivation: We placed the 460 survey participants with mobile phones in one of three groups based on their responses. We found that 352 of these respondents claimed motivations that fell into one of the three final motivation groups without overlap.

There were 113 individuals in the social motivation group. A majority (85%) wanted people to reach them at all times, 19% of this group got their mobile phone because their friends all had them, and 4% wanted to receive voicemail.

Name: Shirin is a somewhat common female name in Kyrgyzstan. It is of Persian origin.

Shirin Social

Primary Motivation to acquire phone:
I like people to reach me at all times

Associated motivations:
My friends all have mobile phones

Personal Profile

"We just talk to our friends....things like did you hear that this or that happened - in our communication rumors are the official news, and gossip works"

For Shirin, keeping in contact with friends is the most important thing about mobile phones.

She is a full time student (junior) at American University of Central Asia (AUCA), studying business administration. She also works part time as a bartender in a cafe .

Shirin is part of an unregistered student association at school that organizes cultural and historical meetings at a local cafe. She also enjoys arranging parties for her friends.

She is interested in social networking applications on the internet, but has found it boring, stating" *the first time is interesting then you get bored because you already know everybody.*"

Shirin's Goals for MoSoSo Directory

- Would use the service most to create groups of friends
- Would like to broadcast messages to particular groups or to tell people where there will be social gatherings
- Would like to retrieve messages from other members of a group
- Groups she would join or create
  - Family
  - Friends from work and school
  - Associations through her unregistered student organization

Key Significant Differences

Uses the phone to primarily to call friends
Least likely to feel mobile access is too expensive
Somewhat tech savvy

Personal Information

Age: 20 years
Profession: Student and works part time as a bartender in a local cafe
Lives: In the capital city of Bishkek
Home Life: Lives with her dad and an older brother. She also has around 30 cousins in towns.
Russian: Can speak and read fluently
Primary Home Language: Kyrgyz
Primary Work Language: Kyrgyz
Schooling: She is a full time student (junior) at the American University of Central Asia studying business administration
Income: 2000 soms a month (approx $55.00)

Technical Information

Internet Use: Yes, at least occasionally
Length of use: 33 months
Use how often: About once a week
Where use: Most often at an internet cafe
Computer User : Yes
How often: A few times a week at school
Cable or Satellite TV: Yes
Home Landline: Yes

Mobile Phone Use

Length of use: 25 months
How acquired: Was given the phone by a cousin
Use how often: Several times a day
For: 80% personal calls, 20% work calls
SMS: Yes: 65% voice, 35% text
Feelings and concerns:
The least likely of any group to feel that mobile phones are too expensive
Feels that mobile phones are important to her future career

Primary persona: represents 32% of survey respondents who own mobile phones 2

Status: Shirin represents the second most important persona with 32% of the survey respondents with mobile phones in this group.

Goals: Since the youngest son from the KG_UF1, and five of the younger participants from KG_UY1 and KG_RY1 best fit the socially motivated group, these goals were based on how mobile phone use could have helped them in stories they conveyed about their lives. These stories were also used to create the scenarios for Shirin.

Profile: This profile description was on an amalgamation of participants from two interviews: one with a group of three young friends in Bishkek (urban) and the other with a group of three young friends in Kara Balta (rural) . The last quote was a direct quote from one of the participants in Bishkek from the KG_UY1 interview.

Mobile Phone description: 93% of the social group use their phones for personal calls - the most of any group; 38% for work.

Quote: This is a direct quote from one of the participants in when asked about where they looked for news and information.

Key Difference: 93% of the social motivation group used their phones for work - this slightly more than the other two groups

Key Difference: Only 50% of the social motivation group felt that mobile phone access was too expensive while the other two groups over 64% felt it was too expensive. This was a statistically significant difference.

Key Difference: The social group had the second most experience with computers and internet : 43% used computers, 26% owned a computer, 25% used the internet.

Age: Actual mean age of the group was 33.6. This was the youngest mean age, but was skewed lower here to emphasize the difference with the other groups.

Profession: This profession is based on three interviews that included a total of seven younger people under the age of 27. Four were students. This part time job was based the profile of an urban male student in KG_UY1.

Lives: 64% of social users live in an urban environment - this is also the urban environment location of the interviews.

Home Life: Mean family size was 3.8 people for the social group. The multiple cousins reference was based on information from a female interview participant.

Russian: 77% of the social group speak and read Russian.

Primary Home Language: 62% claimed their primary language at home was Krygyz.

Primary Work Language: 56% of those employed spoke Krygyz at work.

Schooling: The degree and university are based on the male friend from the KG_UY1 interview.- the same participant that we based the part-time job upon. Members of the social group on average have 12.6 years of schooling - the most of any group.

Income: This is lower than the average income of 4775 soms ($137.00) based on August 2008 exchange rate and data from http://enews.ferghana.ru/news. Since our persona was a student working part time we assumed a lower than average income.

Internet Use: 26% of this group used the internet - the second highest of any group.

Length of use, Use how often, Where Use - All mean numbers based directly on survey data.

Computer Use: 43% of this group used computers - the second highest of any group.

How Often: mean number from the survey data.

Cable or Satellite TV: 32% of this group had cable or satellite TV - the most of any group.

Home Landline: 54% have home landlines - the most of any group.

Mobile Phone:

Length of Use: mean number from the survey data

How acquired: 42% of the social motivation group received their phones as gifts from family members - this was the most common way to acquire a phone for this group.

Use how often: mean number from survey data

For: While all groups used their phones mostly for personal calls. 93% of the social motivation group used their phones for personal calls - the most of any group.

SMS: 27% of the social group used SMS. This split was based on the numbers given by the young rural participants in KG_RY1

Feelings and concerns:

51% felt that mobiles phones were too expensive which was significantly less than the other two groups where over 64% felt they were too expensive.

83% felt mobile phones were important to their future career - the most of any group.

Selecting Tasks

Selecting tasks

- Real tasks people have faced or requested
  - As supported by your needfinding research
- Should provide reasonable coverage
- Mixture of simple and complex tasks
  - Easy tasks (common or introductory)
  - Moderate tasks
  - Difficult tasks (infrequent or for power use)

What should tasks look like?

- Say what a person wants to do, but not how
  - Allows comparing different design alternatives
- Be specific, stories based in concrete facts
  - Say who person is (e.g., using personas or profiles)
- Sometimes describe a complete “accomplishment”
  - Forces us to consider how features work together

Filename task example

Task: park in a new neighborhood

- Peter is going to brunch on a Sunday with his roommates. He is trying a new place he found on Yelp. He has the address for the place and he is using his phone's GPS for directions. He leaves the apartment with his roommates at 8:30am and he wants to beat the crowd so they won't have to wait in line. He is driving a Toyota Corolla that he has owned for five years. It is a rainy day and he doesn't have an umbrella.

Hierarchical Task Analysis

- Steps of the task execution (detailed in a hierarchy)

Or step back a level to motivate ridesharing

Hierarchical Task Analysis

- Break down the following task into hierarchical steps:

- Daniel is teaching IN4MATX 231, and so he wants to order a copy of Hanington & Martin's "Universal Methods of Design" book on Amazon to reference in lecture. The lecture is in just a few days, and he's behind in his prep, so he needs the book as soon as possible. He has the credit card he wants to pay with and knows where he wants it to be sent to.

Hierarchical Task Analysis

Using Tasks in Design

- Write up a description of tasks
  - Formally or informally
  - Run by people and the rest of the design team
  - Get more information where needed

Using Tasks in Design

- Rough out an interface design
  - Discard features that do not support your tasks (or, add a real task that uses that feature)
  - Major elements and functions, not too detailed
  - Hand sketched
- Produce scenarios for each task
  - What a person does and what they see
  - Step-by-step performance of task
  - Illustrate using storyboards

Scenarios

- Scenarios are design-specific, tasks are not
- Scenarios force us to:
  - Show how things work together
  - Settle arguments with examples
    - (but these are only examples, and may need to look beyond flaws)
- Show people storyboards
  - Topic for next week

Tasks, Personas, and Scenarios

- Task: a design-agnostic objective
- Persona: a fictional person with a backstory
- Scenario: narrative that demonstrates a persona completing a task using a particular design

- Use case: in software engineering, describes requirements using one or more scenarios

https://softwareengineering.stackexchange.com/questions/347498/difference-between-scenario-and-use-case

Today's goals

By the end of today, you should be able to…

- Analyze qualitative data from a needfinding study
- Define and describe the relationship between personas, scenarios, and tasks

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User Interface Design & Evaluation

Class 6:
Requirement and Task Analysis

Daniel Epstein