

Persona and Intent/Actions/Feedback Story

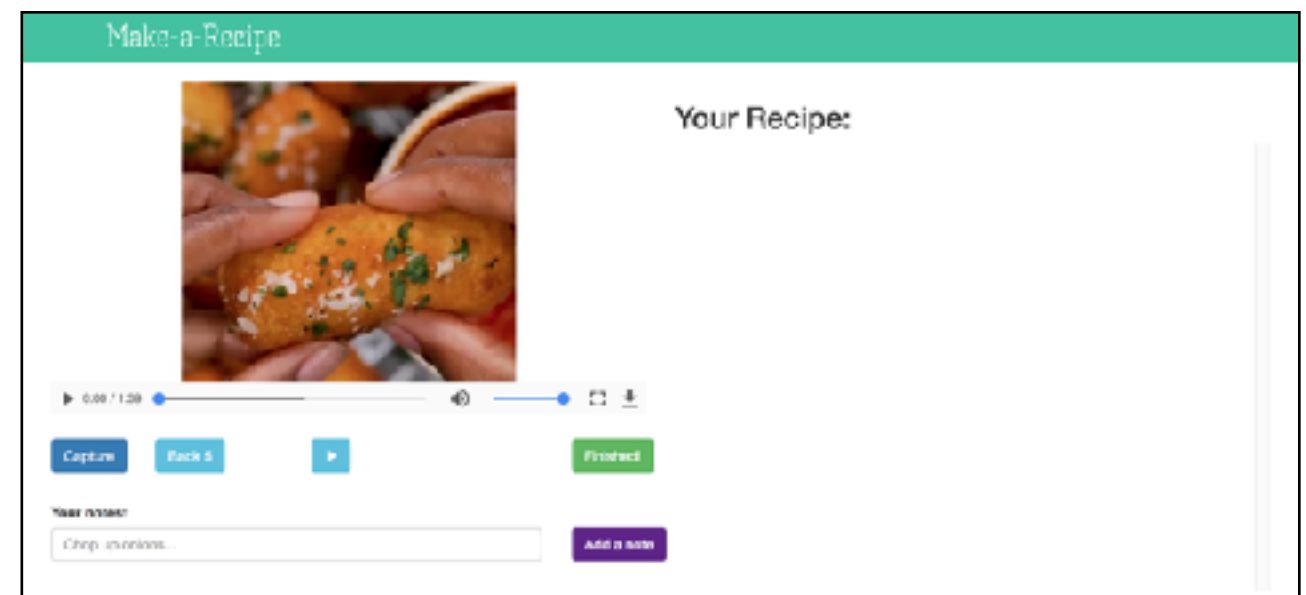
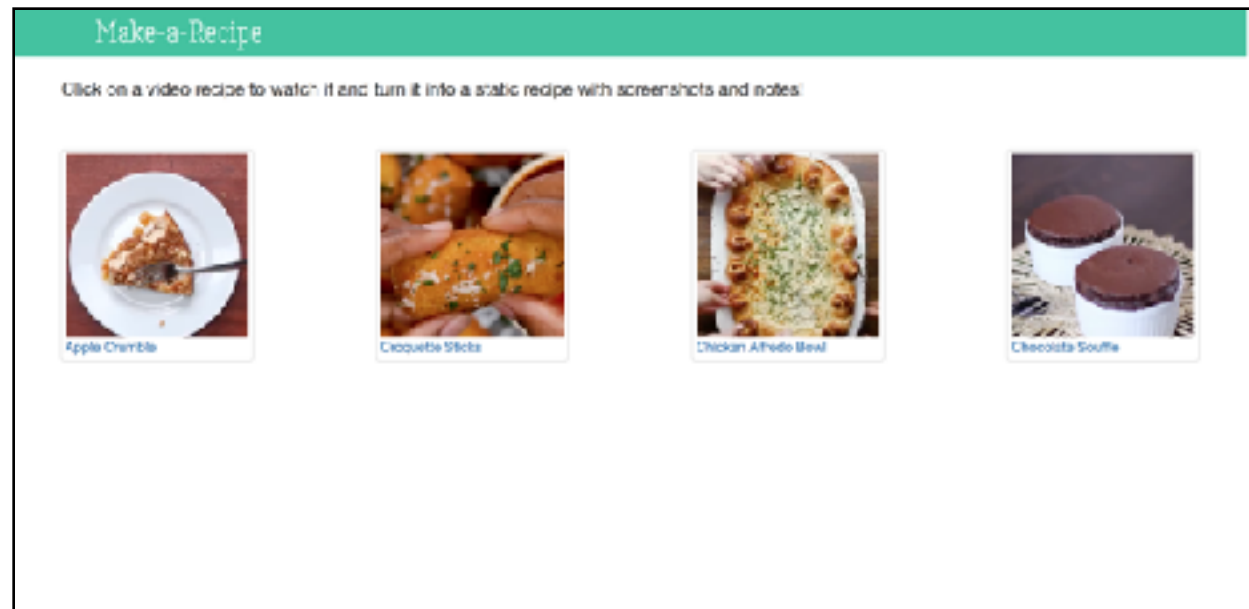
User Persona:

Bob wants to host a Dirty Computer screening party and wants to provide substantial snacks for people to eat during this party. His goal is to create a static recipe for the Croquette Sticks on the Make-a-Recipe website by watching it and taking screenshots and taking notes.

Intent: Choose a video recipe to turn into a static recipe

Action: Click on a video thumbnail

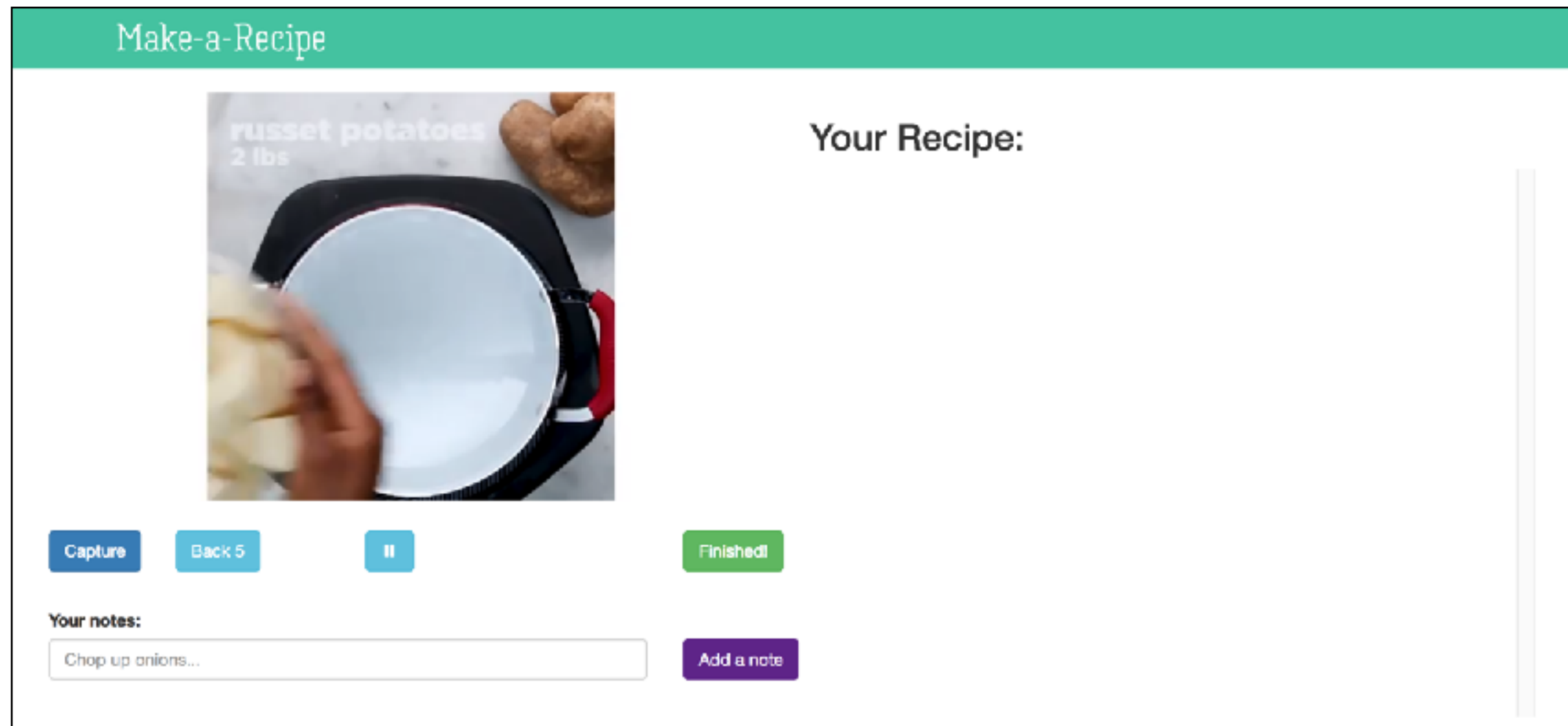
Feedback: The page changes to a new page



Intent: Start viewing the recipe video

Action: Click on the play button

Feedback: The video starts to play, the play button changes to show a pause symbol




Intent: Capture a screenshot of the first step

Action: Click on the “Capture” button

Feedback: The video pauses and the captured screenshot appears in the right column

Make-a-Recipe

russet potatoes
2 lbs



0:04 / 1:39


Capture Back 5 Play Undo Finished!

Your notes:

Chop up onions...

Add a note

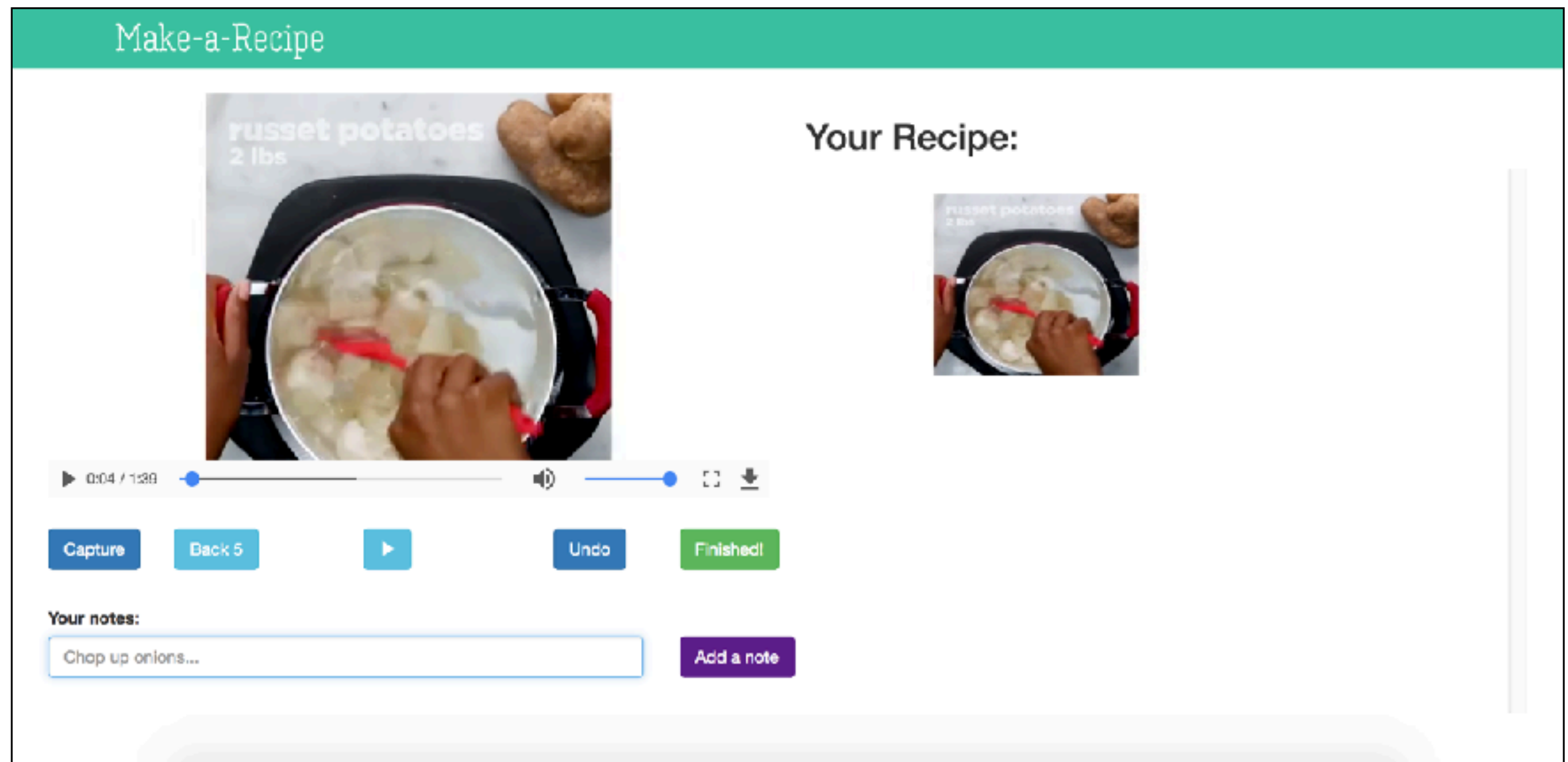
Your Recipe:



Intent: Add a note describing the first step

Action: Click on the “Your notes” text box

Feedback: A blue border appears around the input box and the cursor flashes inside the box




Intent: Add a note describing the first step

Action: Type in the input box


Feedback: The text appears in the input box

Make-a-Recipe



0:04 / 1:39

Your Recipe:



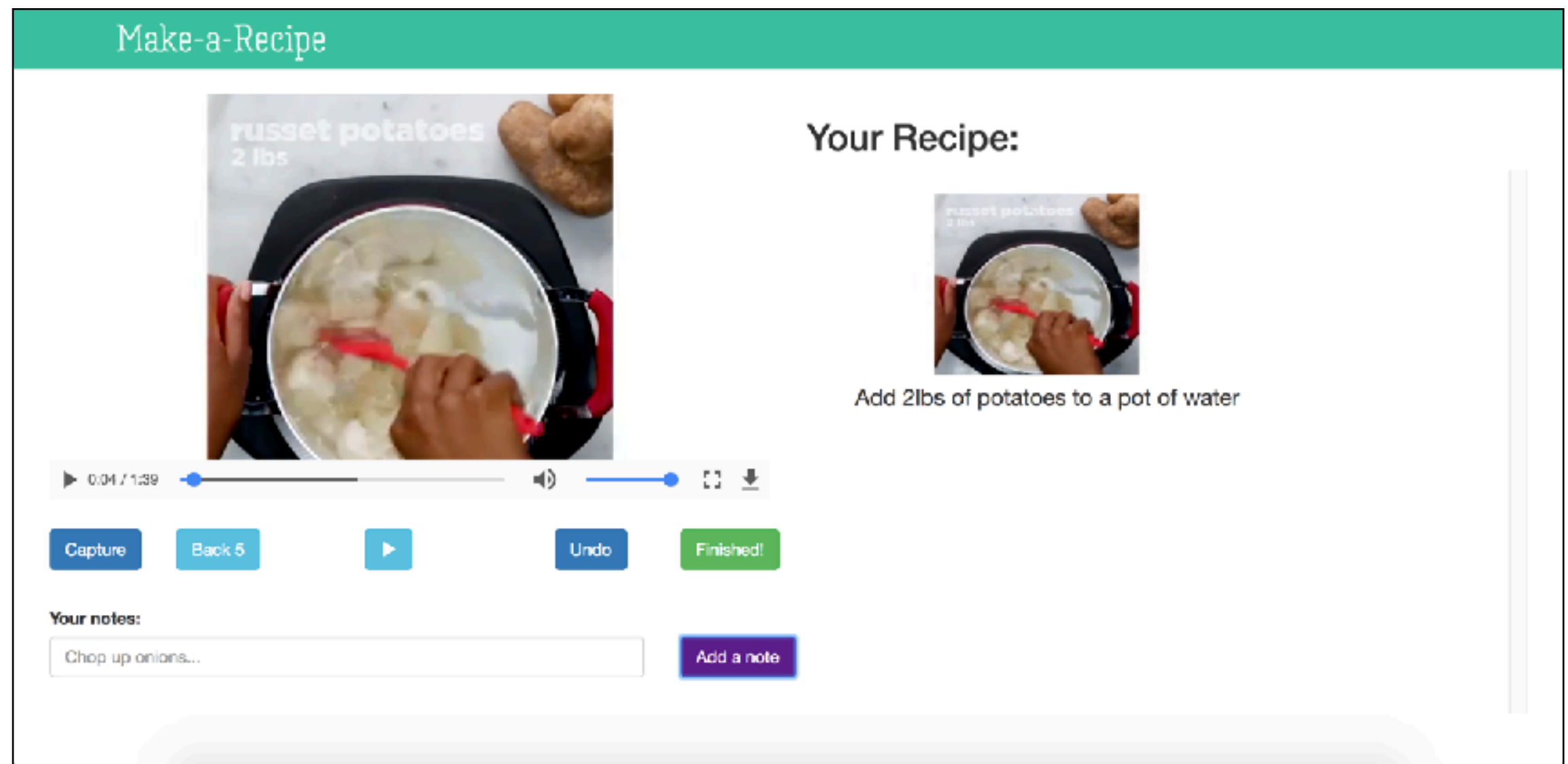
Your notes:

Add a note

Intent: Submit the note to add to the static recipe

Action: Click the “Add a note” button

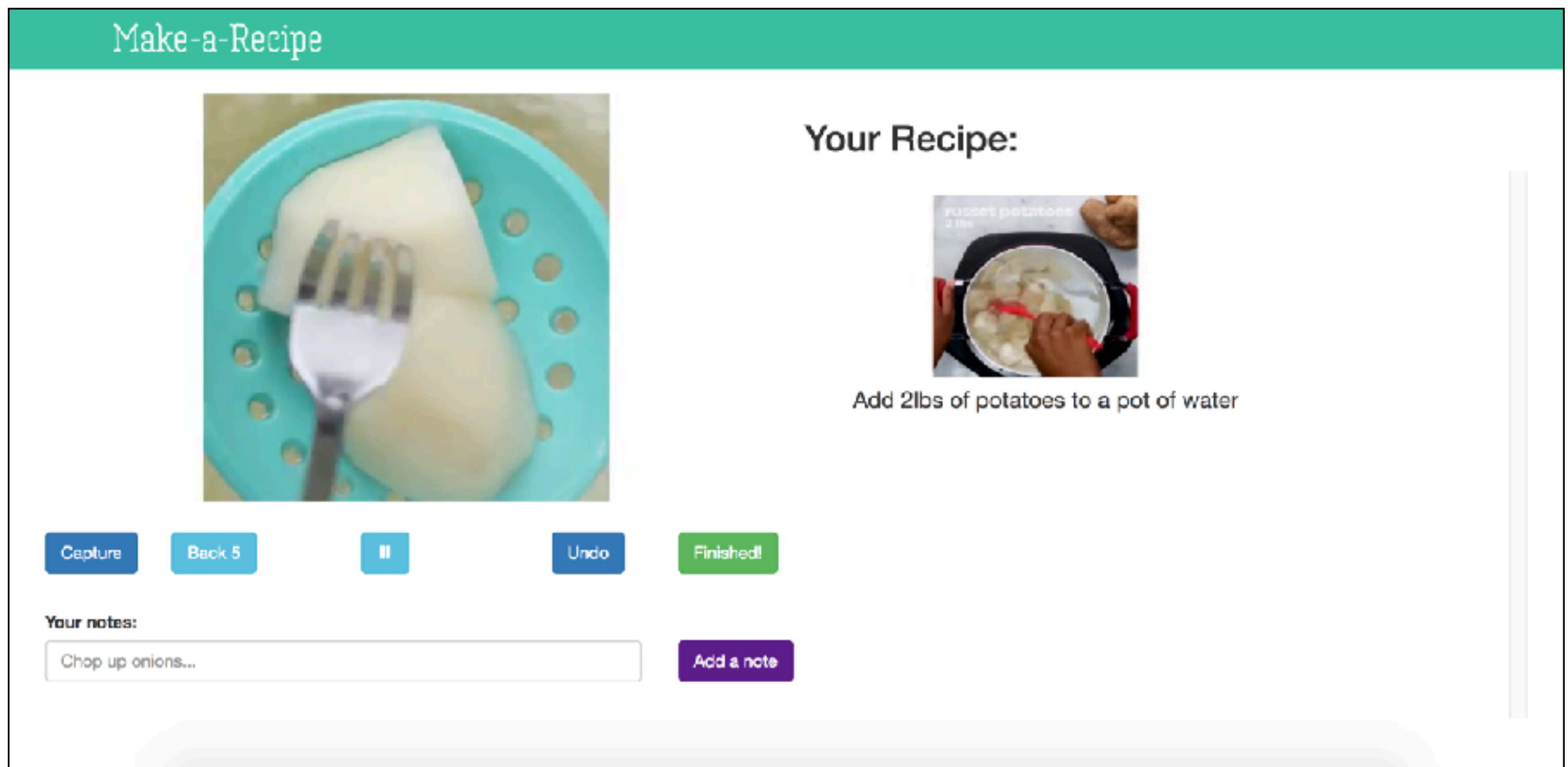
Feedback: The note appears at the bottom of the recipe column, the input box clears, the blue border goes away



Intent: Begin playing the video again

Action: Click anywhere on the video

Feedback: The video begins playing, the play button switches to show a pause symbol



Repeat capturing screenshots and taking notes until the video is finished

Intent: Finish the process of making the static recipe

Action: Click on “Finished!”

Feedback: The video disappears and the recipe becomes the whole page

