Practic IOC

Personas = definirea grupurilor de utilizatori care vor utiliza produsul prin alegerea a 2-3 persoane reprezentative, fictive. Persoanele vor fi descrise cat mai detaliat prin nume, varsta, sex, ocupatie, venit, statut social, interese, aptitudini, nevoi, ce face intr-o zi, scopuri pe termen lung, etc.
User stories = descriere scurta a unui obiectiv pe care utilizatorul doreste sa-l atinga prin intermediul aplicatiei. Ex: Utilizatorul X vrea sa faca Y. Pentru a face Y, va face Z, T, etc.
Customer development = interviuri reale cu utilizatori, pentru a afla problemele lor, cum abordeaza situatiile, ce ii nemultumeste, ce si-ar dori, etc.
Scenarii de utilizare = o poveste despre modul în care utilizatorul ajunge să-și îndeplinească obiectivele prin intermediul produsului = Personas + user stories + tabelul de mai jos

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	Motivation	Scenario	Website Goals
❶	Quickly create an online exhibit to publicize an upcoming physical exhibition	Rico is planning an exhibition in the main library that will open in a less than two months, and wants to put up an online exhibit companion site soon to help publicize the opening. Rico doesn't intend for the online exhibit site to be very extensive; he really just wants to quickly create a simple but polished site that will document and publicize the exhibition, acknowledge the donors and collaborators, and enable him to add interested people to his mailing list. Because he is not very computer-savvy, ideally Rico will be able to do this by cutting and pasting existing text and filling out simple web forms.	• Create a very simple exhibit site, quickly • Prominently acknowledge donor and any collaborators • Easily upload and add publicity material: press releases, videos, "In the News" links • Enable users to easily share links to exhibit: Facebook, Twitter, etc. • Enable mailing list signup, with categories of interest users can select
❷	Create an online exhibit that serves as a companion site to a physical exhibition	For a physical exhibition called *Independent Bookbinders of Nova Scotia* later in the year, Rico wants to create a more interactive online companion exhibit. Given his lack of computer skills, he is concerned about being able to produce a complete and visually distinctive site. He is thus happy to find that he is able to simply point to the exhibit's digital collection record in SearchWorks to import all the items into the online exhibit. He's able to easily define three main sections of the exhibit, mirroring the physical exhibition layout, add overview text to each, and to assign items to them. The 'Appearance' option enables him to select from different visual themes, giving the online exhibit a different look from the other online exhibit he created earlier in the year.	• Import exhibit items (stacks URL and item metadata) from SearchWorks or SDR • Define distinct exhibit 'sections' with titles and introduction text • Assign exhibit items to exhibit sections • Select from several visual themes, so exhibits don't all look the same • Select a visual theme that focuses the site on the exhibit, with limited Stanford/SUL chrome

Storyboards = povestea utilizatorului si interactiunea cu produsul spusa prin desene
Red Routes = task-urile critice care vor oferi cea mai mare valoare utilizatorilor. Aceste rute sunt fundamentale pentru experienta utilizatorilor. Cele mai utilizate rute. Exemple de Red Routes:

Uber

Red Route pentru client: Realizarea unei cereri pentru o cursa
Normal Route pentru client: Adaugarea unei metode de plata
Red Route pentru sofer: Acceptarea unei curse
Normal Route pentru sofer: Schimbarea setarilor din profil.

Airbnb

Red Route pentru visitator: Rezervarea unei camere
Normal Route pentru vizitator: Oferirea unui review.
Red Route pentru Host: Managerierea rezervarilor.
Normal Route pentru Host: Updatarea fotografiilor din anunt.

User Flow = diagrama structurala ce poate cuprinde trei aspecte importante:
a) Numele ecranelor aplicatiei voastre.
b) Legaturile logice intre ecranele aplicatiei voastre.
c) Actiunile pe care utilizatorii le pot face pe fiecare ecran in parte pentru a indeplini o actiune si pentru a naviga prin aplicatie.
Wireframe = structura fiecarui ecran in parte, actiunile pe care utilizatorii le pot face, legaturile logice intre ecrane
Google Analytics = locatia utilizatorilor, browsere folosite, limba, durata medie a unei vizualizari, cele mai vizitate pagini, etc.
Hotjar = heatmaps (clickmap si scrollmap), recordings, etc