

Scenarios

Creating a written story that explains how a person will use a product, service, or system to achieve a goal.

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A GOOD SCENARIO/

1. Acts as a bridge between an initial design idea or problem, and a solution
2. Advances the fidelity of an idea
3. Stands on its own, without explanation
4. Does not prescribe interface elements in any great detail
5. Includes a rich description of a person
6. Includes a rich description of a goal
7. Is credible

Writing Scenarios

1. Identify the people involved.

What are their names?

Where do they work?

What level of technical experience do they have?

What level of technical competence can you assume with this system, specifically?

It's often helpful to write a three or four sentence introduction to each person, describing their background and helping to humanize them.

Writing Scenarios

2. Identify the starting state/context

Where will the people using your system be, physically, when they encounter it?

What state is the actual product or service in when they first acknowledge it?

Writing Scenarios

3. List the goals a user may have, as they pertain to your product or service.

A goal is about a fundamental want, need, or desire that is presently unattained. Goals rarely change, even as technology progresses.

For example, when using a printer, my goal is not “to print” – it is “to communicate my intent to other people when I’m not there through a lasting artifact.”

List as many goals as you can think of.

Writing Scenarios

4. Prioritize the goals, based on your understanding of your users.

Stack rank the goals, putting them in order from “most important to achieve using this system or service” to “least important to achieve using this system or service.”

Writing Scenarios

5. Craft stories.

Using the people, context, and goals as a starting point, craft a narrative that explains how a person will use your system to achieve their goals. Don't try to achieve all goals in a single epic story; instead, create multiple stories, one for each goal. Keep the conversation at a high, behavioral level, rather than a low, user interface level:

Good

Fred grabs his phone. He opens the beer-finding app, and locates a beer nearby. He chooses to have it delivered, enters his payment information, and completes his order.

Not so good

Fred grabs his phone. He tabs the beer-finding app. He taps the zipcode input box, and the onscreen keyboard appears. He taps the numbers for his zipcode, and then taps "find beer." An hourglass appears on his screen, and after several seconds, search results begin showing up....

Scenarios – Recap

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WRITING SCENARIOS/

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3. List the goals a user may have, as they pertain to your product or service.
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UI Storyboards

Sketching a comic-book style visualization of your written narrative, to illustrate scenes and screens.

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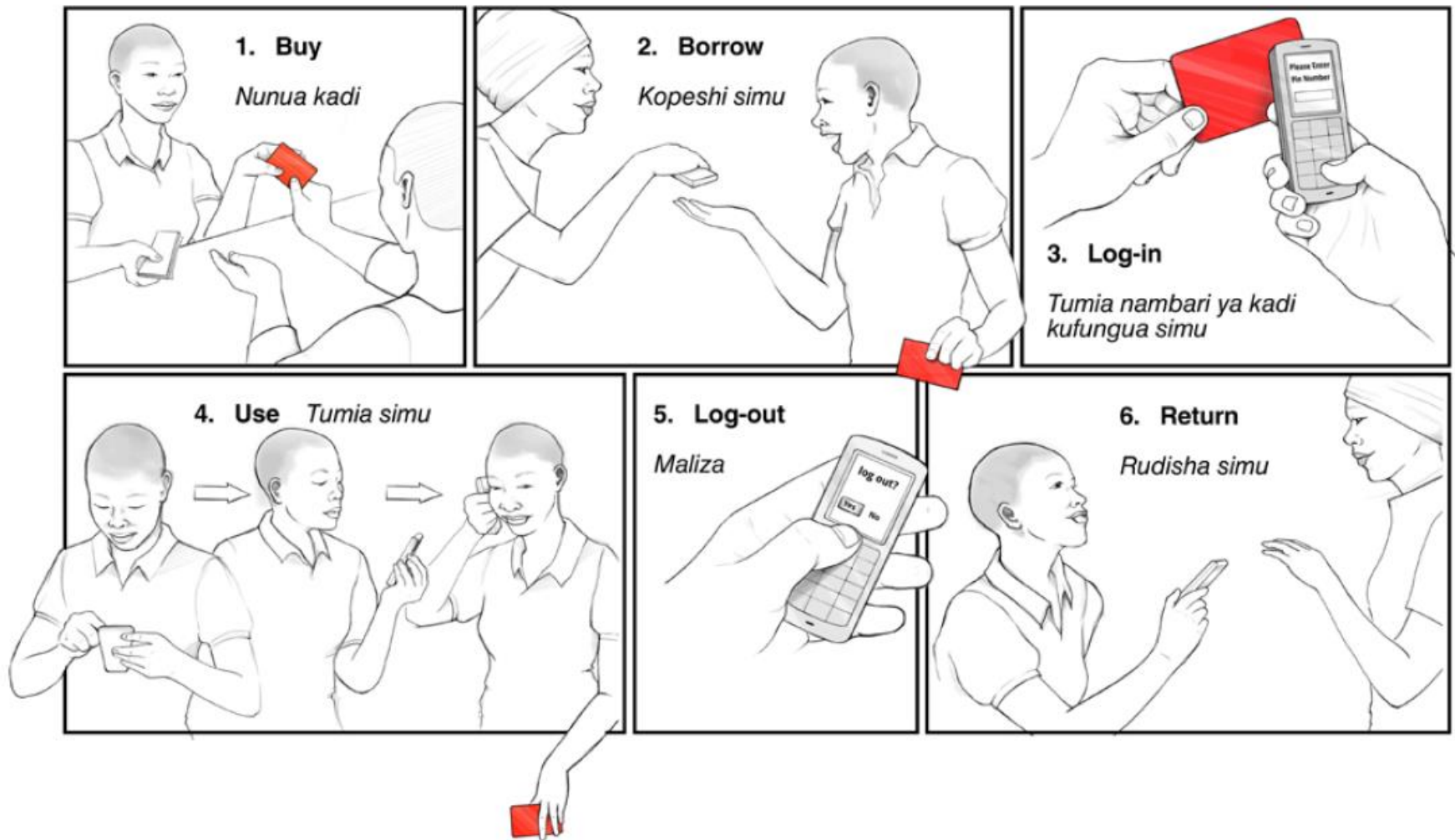
A GOOD STORYBOARD/

1. Emphasizes *screens* over scenes
2. Advances the fidelity of an idea
3. Stands on its own, without explanation
4. Dedicates one panel to one idea, and uses panels generously

MXShare Testing Assets: Concept Storyboard

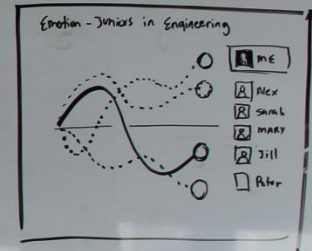
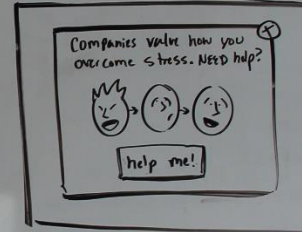
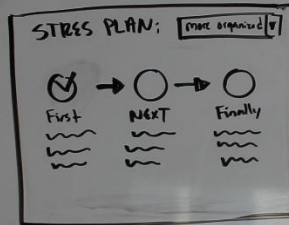
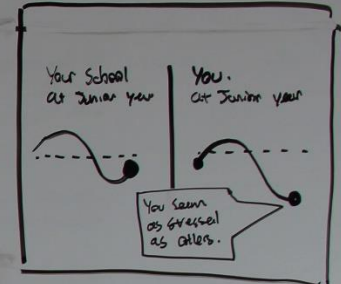
Used by the frog research team to explain the concept to users

Ideally used by the Movirtu small business owner to explain the concept to customers.





54



52

STUDENTS FEEL TRAPPED IN THEIR MAJOR, AND DESCRIBE A PERCEIVED SOCIAL SHAME IN CHANGING THEIR OWN TRAJECTORY.

ADVENTUROUS

INSPIRE CREATIVITY

EMPOWERING

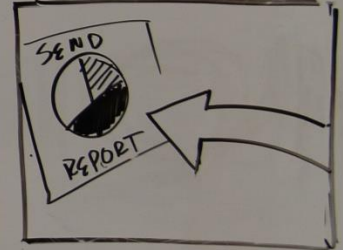
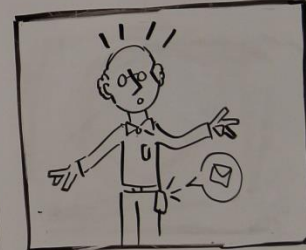
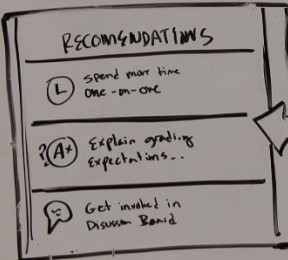
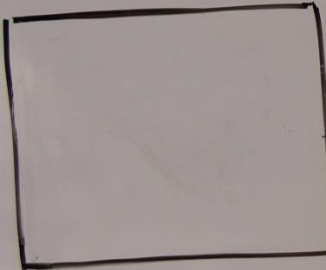
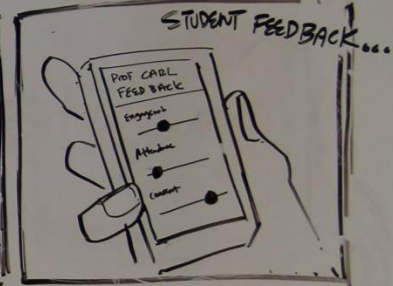
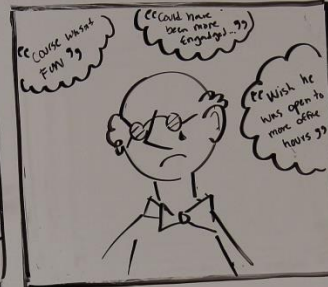
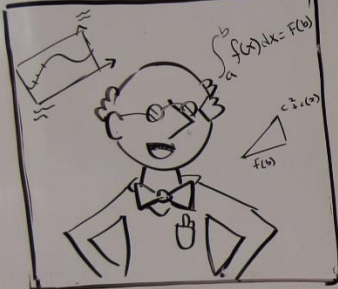
ADAPTABLE

CONSISTENT INQUISITIVE

Funny? MENTOR-WISE

PRODUCT → • ENCOURAGE YOU

7



APPED IN THEIR
DE A PERCEIVED
CHANGING THEIR

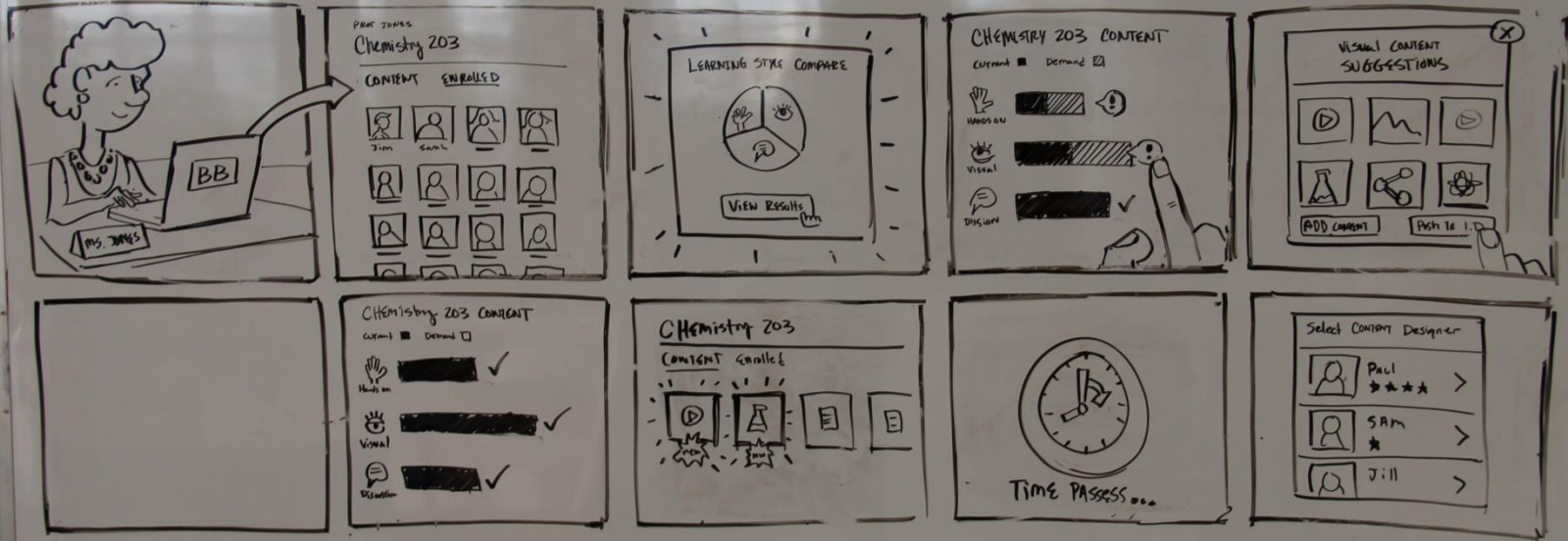
INDLY MA
DECISIONS
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N REGRET

TRUSTED
RELIED UPON
ADVENTEROUS
INSPIRE CREATIVITY
EMPOWERING
ADAPTABLE

BE...
WORLDLY + EXPERIENCED
TIMELY
CONSISTENT
FUNNY?

RELIABLE
SAFE
DIRECT
AMBIENT
INQUISITIVE
MENTOR- W

⑤ (FI)



Sketching Storyboards

1. Sketch the frame.

Each sentence in your scenario becomes a frame in the storyboard. Using your scenario as a starting point, draw empty boxes (approximately 4" x 4") for each sentence. Number the boxes.

Sketching Storyboards

2. Transfer the scenario.

Directly below each box, write the sentence from your scenario.

Sketching Storyboards

3. Sketch.

Inside of each box, sketch what happens in the scenario.

When you sketch people, emphasize their hands and eyes.

When you sketch human touchpoints, show both humans in the frame at once.

When you sketch digital products, first introduce the product in context (in someone's hand), and then sketch what the user actually sees on the screen.

Sketching Storyboards

4. Enhance with selective use of color.

Use color only to make a point – to emphasize a particular element in each frame (such as a device or handoff of information), or to differentiate characters from one another.

UI Storyboards – Recap

Sketching a comic-book style visualization of your written narrative, to illustrate scenes and screens.

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1. Emphasizes screens over scenes
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WRITING STORYBOARDS/

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2. Transfer the scenario.
3. Sketch.
4. Enhance with selective use of color.

Wireframes

Creating a visual representation of a user-interface, abstracted to show behavior and controls instead of color or emotion.

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Creating a visual representation of a user-interface, abstracted to show behavior and controls instead of color or emotion.

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1. Advances the fidelity of an idea
2. Stands on its own, without explanation
3. Describes *every* control
4. Uses actual content, not “filler” or “placeholder” content
5. Uses space in a realistic manner

Forums are searchable.

Anonymity is recommended since forums are public.

Living FAQ provides a way of voting questions up and getting them answered by experts.

Groups of patients can request a "spotlight" web chat with a doctor on a specific topic.

Find a PenPal is a way of extending Cleveland Clinic's existing Buddy Program, and connect patients one to one with someone who shares their needs or interests.

PATIENT FORUMS
communities for the patients we know best.

Pediatric Epilepsy

Solid-tumor Urologic Oncology

VonLippel-Lindau

DOOSE SYNDROME (MYOCLONIC-ASTATIC EPILEPSY)

Threads

Dear Dr. Tuxhorn

Living FAQ

SPOTLIGHT WEB CHATS >

Q: Is Doose Syndrome hereditary? Someone told me that epilepsy can run in families. Is that true? No one in our family suffers but my son.
posted by chachamonmy May 13, 2010 4:07pm

A: We have two types of epilepsy at our house. My husband and our daughter.
posted by sinomnays May 13, 2010 2:19pm

Clinician Response

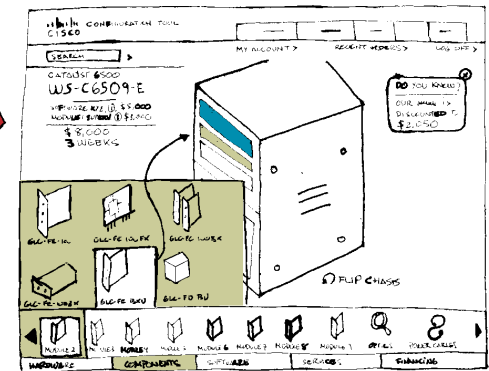
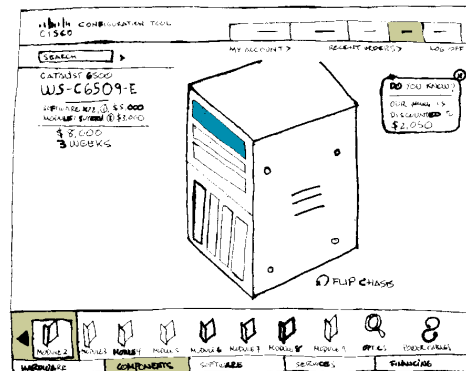
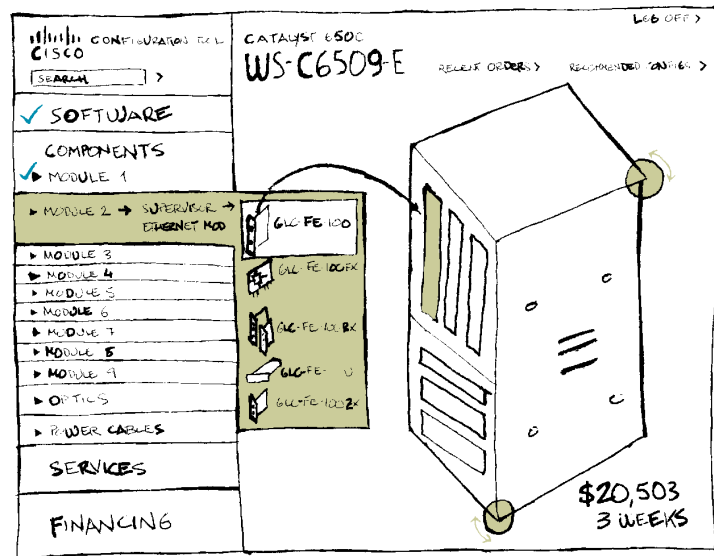
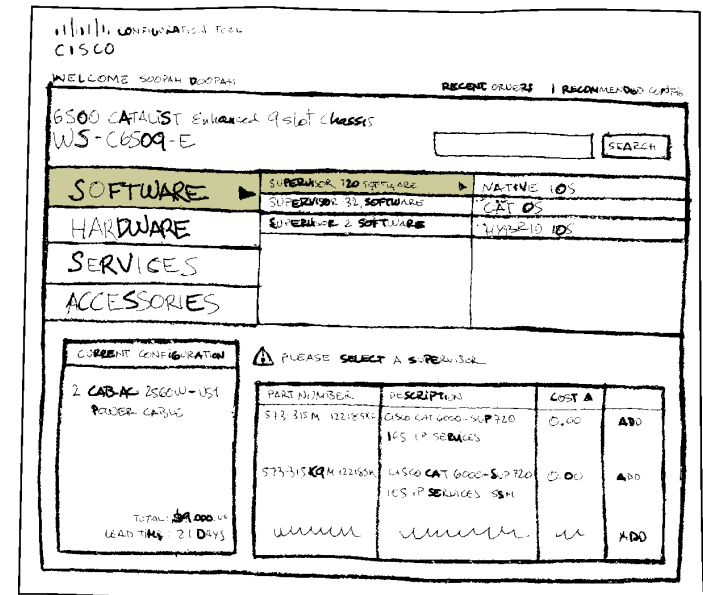
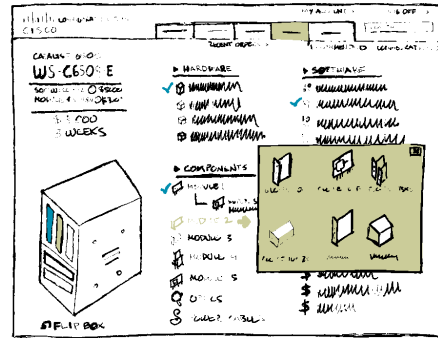
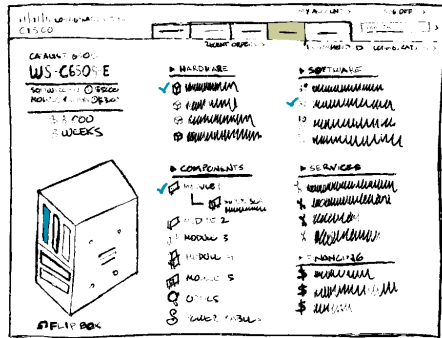
A: Many types of idiopathic epilepsy are genetic. In a recent study in Germany it was determined....
posted by Dr. Ingrid Tuxhorn May 14 6:58am

SUMMER BOOK GROUP:
The Spirit Catches You and You Fall Down. by Sam
live web discussion: April 14th/Thursday June 1st
Register to join us.....

Our Epilepsy Journey
read other patients stories

WEDNESDAY: Spotlight webchat
"New thinking for patients on the ketogenic diet." with Dr. Kalanathi

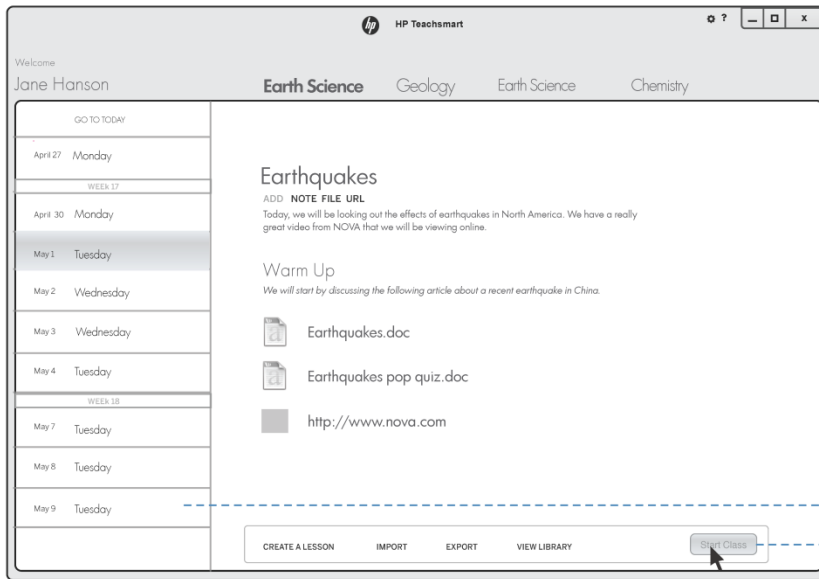
Clinical Trials Research
Find a "PenPal"



Core Application User Flows

Flow: 4.7 Start a Class - continued

Step 2 Press the Start Class button



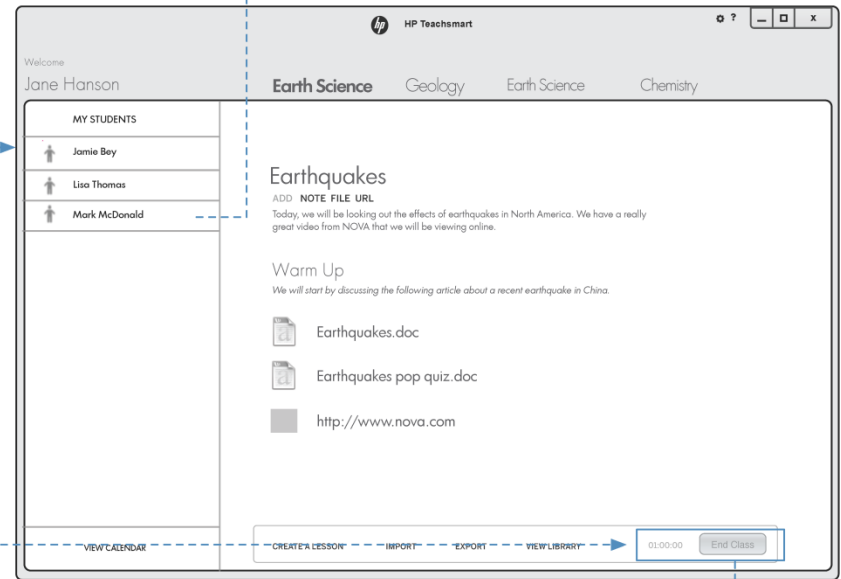
At this moment the application transitions from the Plan view to the Teacher view. The Calendar sidebar transitions to the Student panel.

SEE: RULE 4.6 Teacher and Server Authentication

RULE: Start Class turns on student machines if off and allows students to login.

SEE: Student - Teacher / Login - Logoff Workflow in the Appendix.

Step 3 Teach



As students log on they appear in the student panel and sort alphabetically

When the teacher presses the Start class button a countdown timer begins counting down the time left in class and the button changes to the End Class button.

Start Class button changes to End Class

Worldwide | change | Welcome, Taryn Esperas | Profile | About Cisco

CISCO

Solutions Products & Services Ordering Support Training & Events Partner Central

Ordering

Commerce Workspace Home

[Help](#) [Feedback](#)

WARNING: System Downtime The system will be undergoing routine maintenance and will be down on 1/10/2007 from 8AM PST to 9AM PST. [Less](#)

Welcome

The Cisco Ordering site has been redesigned. This Commerce Workspace has been created to facilitate your Configuration, Quoting, and Ordering tasks. Additionally, you may create custom views to create a personalized information dashboard. More about the Cisco Commerce Workspace. To get started, create your Commerce Workspace profile and preferences here. [Learn more](#)

[View your Preferences](#)

Quick Start

Create Deal Create Configuration Create Order

[View All Deals](#) [View All Configurations](#) [View All Orders](#)

Find Hardware, Software, and Services

Enter a hardware, software or service name or SKU

Enter name or SKU or [Browse Products](#)

Workspace Search

Enter a term and choose a record type to locate a specific Commerce Workspace record.

Basic | **Advanced**

* Required Field

Choose Category: Deal Choose Field: Deal Name Enter Search Term:

Deals

Deal Name	Deal ID	End Customer	Status	Deal Partner Action	Deal Expiration	Product/Service	Created by
NYSE Phone system	9229832	Gap Inc.	Qualified	Convert Quote to Order	01 Jan 2008	OMP - Registered ...	M. Murphy
Switches in Houston	2834981	Valeo	Ordered	Quality Deal	31 Dec 2007	OMP - Deal - PP ...	K. Angus
Switch Replacement	2894892	ABC Widgets	Approved	Submit Quote for Approval	31 Dec 2008	AT OIP - MQU ...	S. Wilmshut
VPN System in NYC	7230942	Golden Air Sachs	More Inform...	Submit Deal for Qualification	31 Dec 2007	OMP - SuccessBu...	Y. Chen
Wireless Solution	2489221	Conde Nast	Approved Not ...	Quality Deal	31 Dec 2007	OMP - Registered ...	H. Bazzani

[View All](#)

Configurations

Configuration Name	ID	End Customer	Last Modified	Status	Created by
Option A - Firewall	928741	Revan Industries	01 Jan 2007	Complete	M. Collins
Option B - Firewall	899194	Revan Industries	31 Dec 2006	Complete	K. Rojas
Server upgrade	283481	Plenco	31 Dec 2006	Incomplete	M. Collins
Replacement for recall	283423	FedEx	31 Dec 2006	Incomplete	S. White
1st pass on SF Samsung	5489231	Samsung	31 Dec 2006	Complete	M. Lapides

[View All](#)

Orders

Order Name	Sales Order ID	End Customer	Purchase Order #	Expected Ship	Deal Expiration	Deal ID	Status
NYSE Phone system	9229832	NYSE	PO-92298	01 Jan 2008	20 Dec 2007	9229832	Unsubmitted
Switches in Houston	2834981	Eicon Mobil	KJ-349-20	31 Dec 2007	16 Dec 2007	2834981	Canceled
Switch Replacement	2894892	Ford Motor	VRK200-I	31 Dec 2007	15 Dec 2007	2894892	In Progress
IBM HCL - Blade Solution	2837392	Verizon Commu...	231431	07 Apr 2008	20 Feb 2008	9880045	In Progress
VPN System in NYC	3489320	Wal-Mart	9239420	31 Dec 2007	12 Dec 2007	3489320	Pending App

[View All](#)

Notifications

Date	Event	Subject	Method	Event ID	ID	Purchase Order #	Sales Order ID
06 Jan 2008	Share	Disabled Deal ID # 2200552007 converted to an order	Email	9229832			
06 Jan 2008	Order approved	Valid order confirmed	Email			PO-239182	2834981
05 Jan 2008	Deal Connected	Thruout Server Upgrade for Eicon Mobil converted...	Email				2894892
05 Jan 2008	Share	Deal added service plan to Verizon Office FedEx Serv...	Email			7230942	
04 Jan 2008	Order approved	Order Approval Status Submitted for Status Summ...	Email			XSP - a	2489221

[View All](#)

Contacts & Feedback | Help | Site Map

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Welcome

This text in this portlet will be dynamic. It will change with the longevity of the user. Cisco will be responsible for feeding this text, but content must always be relevant to Workspace, providing updates, guiding text, and do-you-know information.

Note for Cisco

Remember to add a link to our old tools current found on the "ordering root" page.

Links to 76.11.1.b.0.0 Workspace Preferences

Links to 25.3.1.0.0.0 Create Deal
Links to 9.2.1.0.0.0 Create Configuration
Links to 45.4.1.0.0.0 Create Order
Links to 6.3.0.0.0.0 Deals
Links to 8.2.0.0.0.0 Configurations
Links to 44.4.0.0.0.0 Orders

Minimizes Portlet

Workspace Search

For details on the Search functionality & experience see pages:

1.1.0.3.0.0 Search Portlet Controls
1.1.0.3.0.0 Search Interaction 1
6.1.0.3.0.0 Search Interaction 2
6.1.0.10.0.0 Search Interaction 3
6.1.0.11.0.0 Search Interaction 4
7.1.0.12.0.0 Search Interaction 5

For details on the Deals Portlet functionality see page

2.1.0.4.0.0 Deals Portlet Controls

Links to noted Deal Record

Links to 6.3.0.0.0.0 Deals

For details on the Configurations Portlet functionality see page

3.1.0.5.0.0 Configurations Portlet Controls

Links to noted Configuration Record

Links to 8.2.0.0.0.0 Configurations

For details on the Orders Portlet functionality see page

4.1.0.6.0.0 Orders Portlet Controls

Links to noted Order Record

Links to 44.4.0.0.0.0 Orders

For details on the Notifications Portlet functionality see page

5.1.0.7.0.0 Notifications Portlet Controls

Links to 63.0.0.0.0.0 Notifications

Populates a Message Modal

Links to (undefined)

Links to (undefined)

For details on the Less/ More widget and System Messaging Portlet functionality see page 1.1.0.2.0.0 System Messaging Portlet Controls

Learn More

This link goes to a separate page introducing the new Commerce Workspace, possibly with a flash based introduction.

Links to 64.7.0.1.a.0 Product Selector

Links to 64.7.0.1.a.0 Product Selector

Links to 1.1.0.1.0.0 Workspace Home - with Advanced Search Portlet

Page refreshes. Portlet dropdown options reset to "Deal" and "Deal Name", Enter Search Term field clears, and all advanced search options (if any were selected) are cleared.

Depending upon the selection of Deals, Configurations, Orders or Notifications in the first dropdown box, the Search button respectively links to:
6.3.0.0.0.0 Deals
8.2.0.0.0.0 Configurations
44.4.0.0.0.0 Orders
63.0.0.0.0.0 Notifications

Sort functionality on portlets

The default sort setting for information populated within the portlet is by the Deal ID, Sales Order ID #, or Date for the Deal, Configuration, Order or Notification portlets respectively, with the most recent records at the top of the column. The user can reverse this alpha or numeric sort at any time by clicking on the header. Or the user can change the sort altogether by clicking on another header.

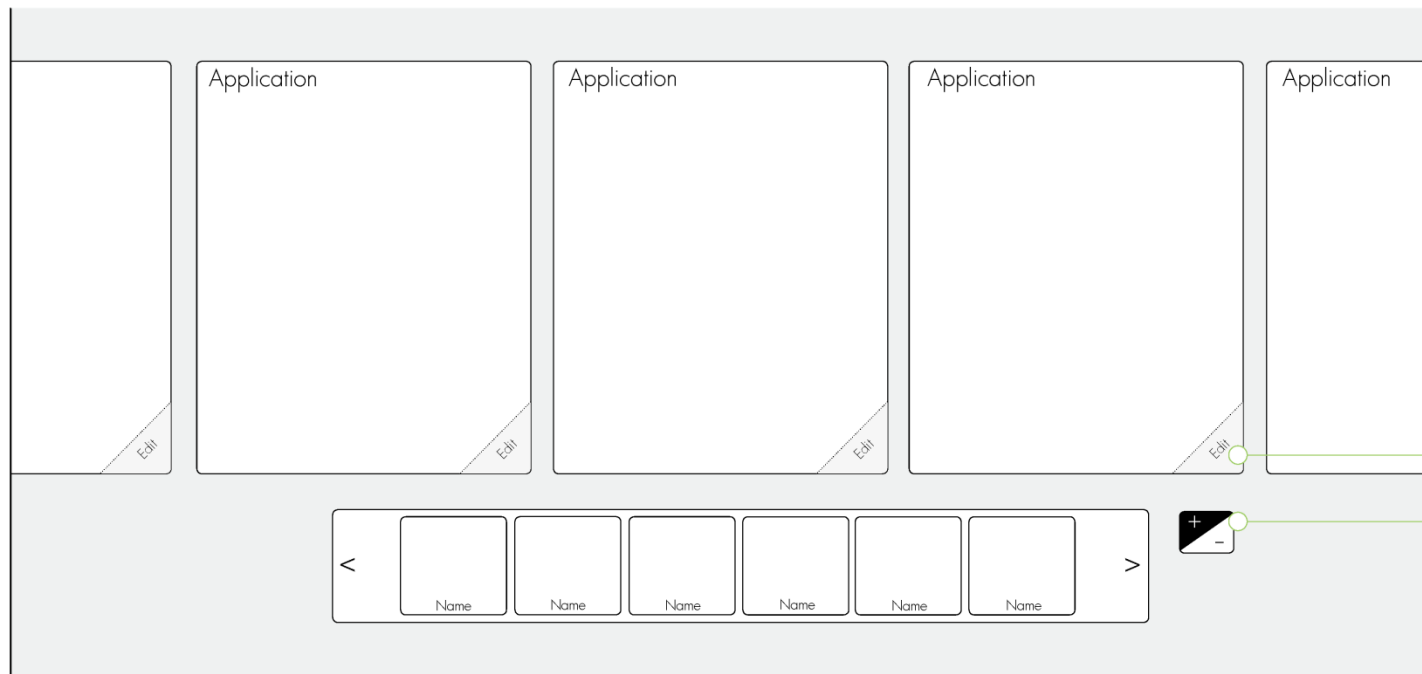
NOTE: These are localized sorting actions, rearranging the rows seen to the user, not putting data from their entire Deal, Configuration, Order or Notification database.

Populates Hold information in a modal

Links directly to noted Record

Workstream Two: Personalize, Entry Point

Style Two: Minimal, and Individual Entry



STYLE TWO:

The user can easily tap the Edit button in the bottom right corner of any infoview that is "active". If they want to add or remove infoviews, they can press the single button to enter an infoview management view.

Tapping "Edit" opens a modal experience that allows easy customizing of individual applications and infoviews.

A single button enters into an infoview management section of the interface, where the user can add or remove infoviews.

3.0 Store Overview (Hub #1)

3.0 Store Overview (Hub #1)

In this flow, all of the information required to complete the audit has not been completed. If the user had completed all of the required information, clicking Close Store would display 3.0.3 Close Store.

3.0.3.1 Incomplete Audit Dialog

The auditor can opt to return to the store overview and resume their audit or select 'Complete Now' which will send them through a sequenced flow that guides them through all open items.

3.0.3.2 Open Item List

This is a complete list of all items that have not been completed in the audit. The auditor can select any item.

3.0.3.3 Variables Data Collection (Price)

The required variable or question is displayed. The auditor can move sequentially through all the required items or return to the open item list and move through open items in a non-linear manner.

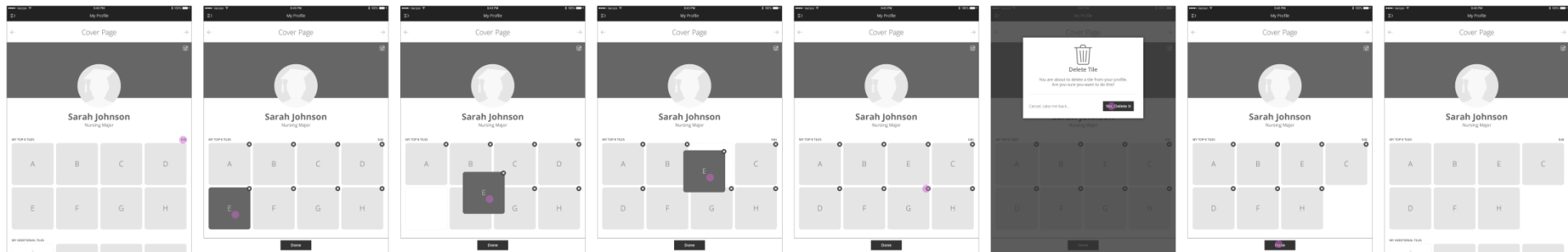
3.0.3 Close Store

After all questions and variables have been answered, the Close Audit screen will be displayed. Clicking 'Close & Upload' will start the upload process.

3.0.3 Processing Upload

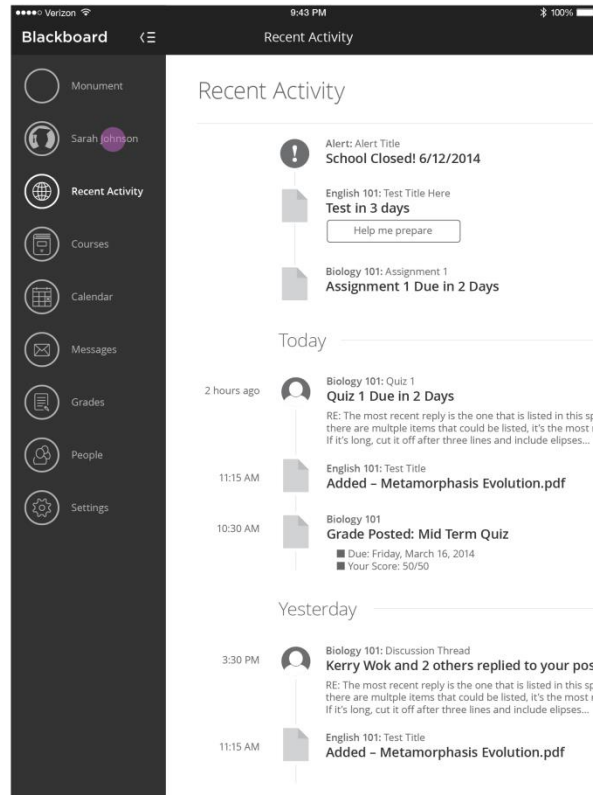
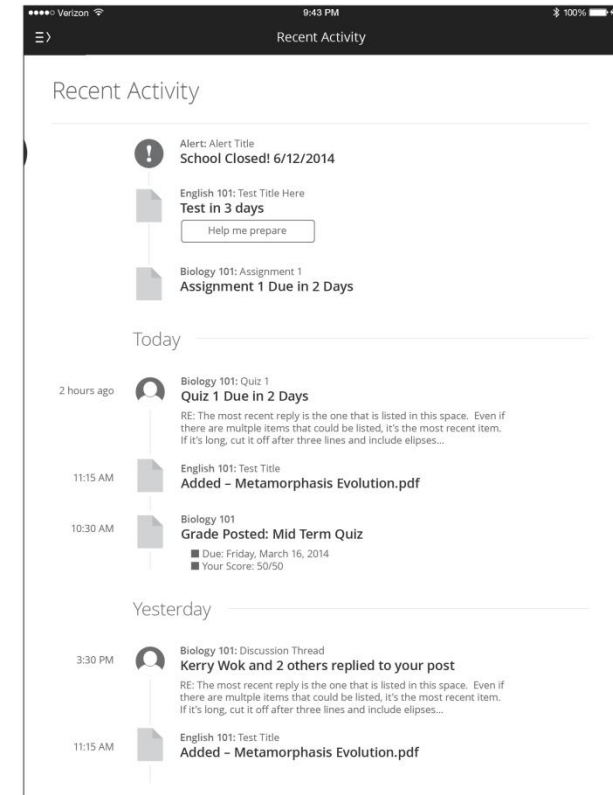
3.0 Store List

When the upload is complete, the Store List screen will be displayed.



Base_4.1.1_V2

Student profile for a school that has disabled social



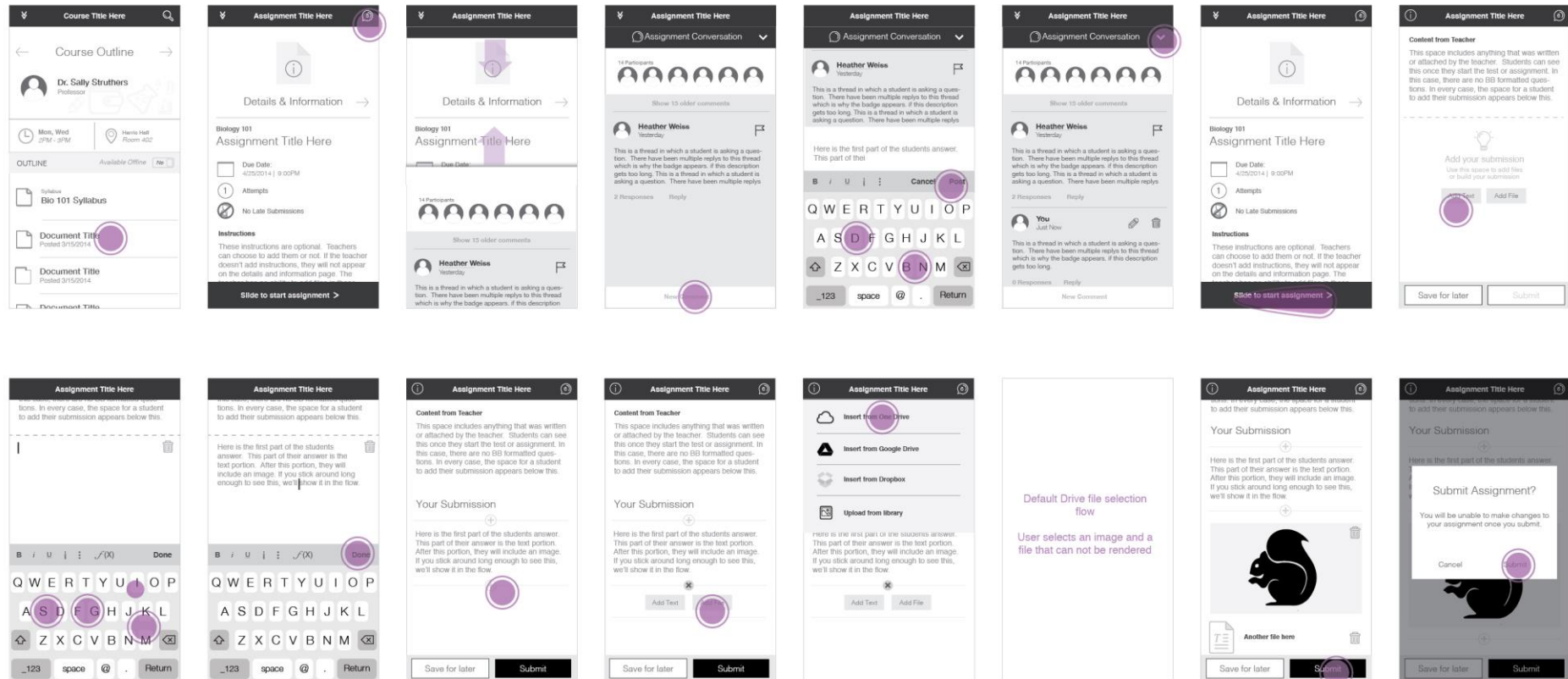
Blackboard

Tablet Learn: Student

Assign/Tests_ 6.0.4_v.1.3

Participate in conversation before starting and submitting an assignment

Blackboard
Mobile Learn: Student



Assignment Title Here

Details & Information →

Biology 101

Assignment Title Here

☐ Due Date:
4/25/2014 | 9:00PM

Attempts

No Late Submissions

Grading Criteria
Tap for more detail

3 Learning Outcomes
Tap for more detail

Slide to start assignment >

Grading Criteria

The following grading criteria will be used to evaluate your students performance

Research
3 Achievement levels

Purpose / Problem
3 Achievement levels

Procedure
3 Achievement levels

Conclusion
3 Achievement levels

Grading Criteria

The following grading criteria will be used to evaluate your students performance

Research
3 Achievement levels

Beginning 1
Does not give any information about what to expect in the report.

Developing 2
Gives very little information

Accomplished 3
Presents a concise lead-in to the report

Purpose / Problem
3 Achievement levels

Procedure
3 Achievement levels

Conclusion
3 Achievement levels

Creating Wireframes

1. Start with your scenarios and storyboards.

Using the storyboards as a starting point, sketch a loose wireframe for each screen the user will encounter. Acknowledge that this is a scrap copy and will be thrown away.

Consider elements that show up on every page (navigation, framing devices) as anchors for understanding, and make sure that the user can understand where they are, where they've been, and where they're going.

Creating Wireframes

2. Sketch the story again.

Redraw the entire flow, increasing your attention to detail. Make your lines crisper and stronger, and make sure things line up clearly.

As you redraw the flow, begin to notice paths that haven't been clearly defined – buttons, links, or controls that “lead nowhere”. Make a list of these dead ends.

Creating Wireframes

3. Sketch the dead ends.

Draw the screens that don't exist. This will force you to extend your scenario; at this point, you no longer need to conform to the story, as you are completing the designed system.

Creating Wireframes

4. Refactor and revise the flow.

Look at the entire set of wireframes, arranged on the wall in front of you.

Are there elements that you didn't account for on some screens, that became important on other screens?

Is the navigation consistent?

Will someone know what to do on each screen?

Can someone find their way back?

Redraw the entire set of wireframes, again.

Always show a flow.

Details matter,
no matter what fidelity
you are sketching at.

Always indicate
interaction points.

No fake text!

Level of effort & fidelity

Key pages, functions, and states
Few or no annotations
Simple wires, few details

All pages, including edge-cases and errors
Full annotations (“detailed specification”)
Complicated wires: all content, all features, all details, etc.

Early stages of design
Simple product or service
Small quantity of stakeholders
Control over implementation

Final stages of design
Complex (“large”) product or service
Large quantity of stakeholders
Limited or no control over implementation

Fast and Cheap
Lack of planning can be detrimental later

Slow, tedious, and expensive
Forces thought for every design detail

Wireframes – Recap

Creating a visual representation of a user-interface, abstracted to show behavior and controls instead of color or emotion.

A GOOD SET OF WIREFRAMES/

1. Advances the fidelity of an idea
2. Stands on its own, without explanation
3. Describes *every* control
4. Uses actual content, not “filler” or “placeholder” content
5. Uses space in a realistic manner

CREATING WIREFRAMES/

1. Start with your scenarios and storyboards.
2. Sketch the story again.
3. Sketch the dead ends.
4. Refactor and revise the flow.

Critique

A special, structured format for identifying problems and proposing solutions.

Critique

A special, structured format for identifying problems and proposing solutions.

A GOOD CRITIQUE/

1. Advances the fidelity of an idea
2. Is extraordinarily detailed
3. Is focused and time-controlled
4. Focuses on execution rather than intention

This is not a standard presentation – different rules apply.

If you are giving a critique...

1. Think before you speak.

- First, consider the piece of the design you are responding to. Zoom in, and make sure you are thinking as detailed as possible.
- Next, think about why you feel that piece is not successful.
- Then, think about how you can make your criticism actionable: if you were to receive this criticism, would you know what steps to take to fix it?
- Finally, think about your delivery style.

If you are giving a critique...

2. Be succinct and very, very detailed.

- A rambling critique is not about the design – it's about you. Describe your criticism in as concise a manner as possible.
- Be as specific as you can about the piece of the product you are responding to.
- Be as specific as you can about what's wrong with it.
- Be as specific as you can about how you might fix it.

If you are giving a critique...

3. Do not point out something good (unless it's relevant to make your point clearer) – no “shit sandwich” .
 - A critique is not intended to highlight the parts of a design that are successful – it's intended to point out the parts that are *not* successful.
 - It may be useful to compare something that is working to something that is not working; this is a good use of positive criticism.

If you are giving a critique...

4. Critique the design, never the person.

- Direct your comments exclusively to the work. *"You didn't..."* is directed at a person. *"The design doesn't..."* is directed at the work.

If you are being critiqued...

1. Offer a succinct walkthrough of your design.

- Present the work at a meta level, so we know what we are responding to.
- Direct the criticism. What do you want feedback on? What do you *not* want feedback on?
- Do not self-deprecate. Your work is what it is; do not say things like:
 - “I just didn’t have enough time...”
 - “I know this isn’t great, but...”
 - “I know what I need to change on these already...”

If you are being critiqued...

2. Do not defend or explain your work.

- Contain all of your comments to clarifications, and only clarify the design (if someone asks), not the intent.
- Never defend a design decision in a critique; remember that not all presentations are critiques, and it's completely appropriate to defend your design in *other* contexts.

If you are being critiqued...

3. Make sure you understand the comments.

- Critique comes quickly, and there are often a lot of voices contributing to the discussion. Make sure you understand the comments.
- If you are unsure, repeat the point of criticism back to the person who asked it, and have them validate that you heard it correctly.
- If the comment is not actionable, turn the comment around: ask the person "What would you do in this case?"

If you are being critiqued...

4. Write it all down, and suspend judgement until later.

- Write down every single piece of feedback. Write directly on the work artifacts that are printed out.
- Suspend judgment on the feedback until later; try not to decide which suggestions are good and bad during the critique. Instead, just try to understand them and capture them.
- You don't have to do any of the things you hear in critique. These are opinions and outside perspectives; they should be useful, but often they are not.

Critique

A special, structured format for identifying problems and proposing solutions.

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