



# Vignettes and Requirements

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@jonkolko

# Prototyping



## Ethnography

Immersion in the cultural context of a wicked problem

## Synthesis

Making meaning through inference and reframing

## Prototyping

Hypothesis validation through generative, form-giving activities

# Moving Toward Product Requirements



## Story Vignettes

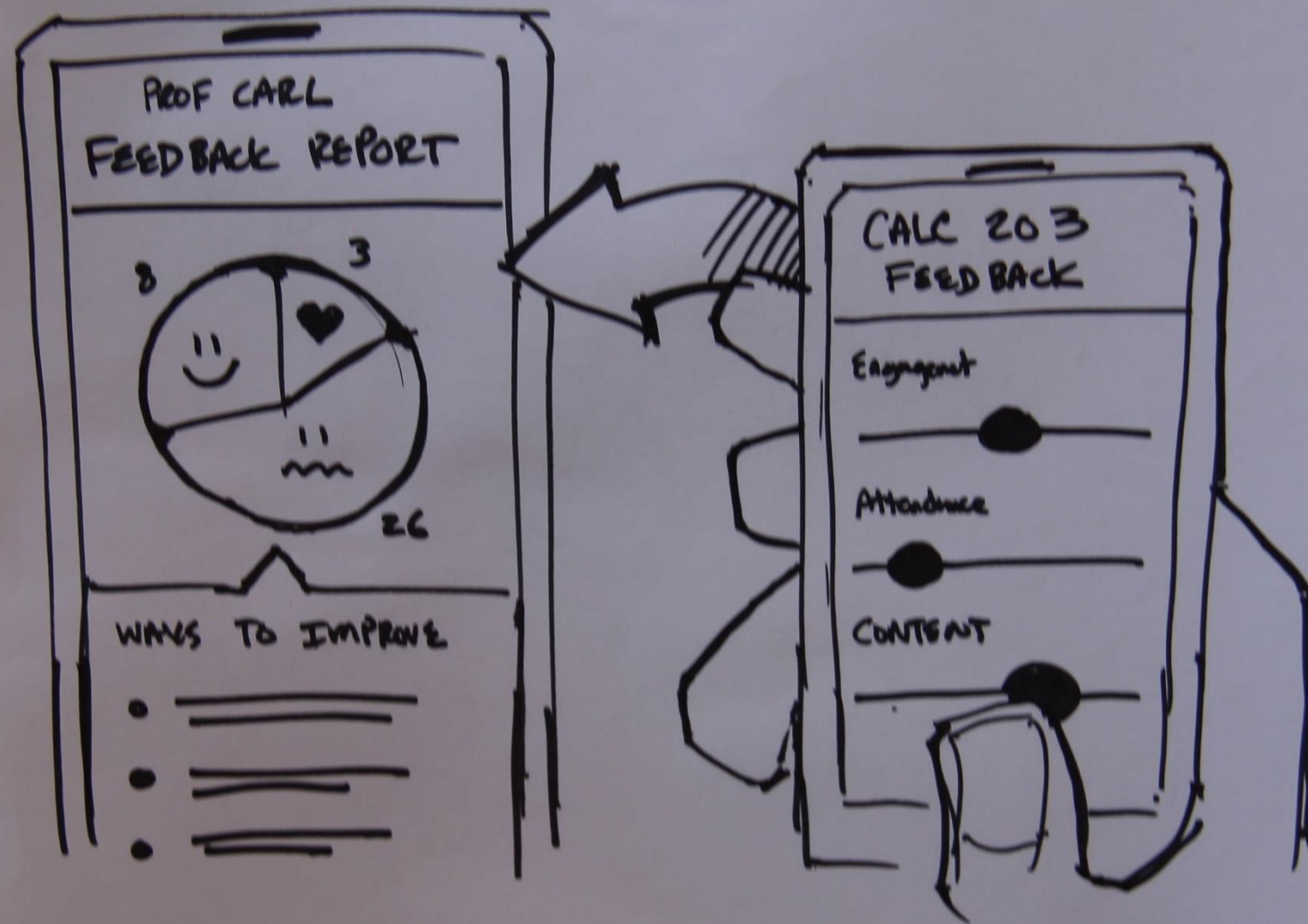
A single-page illustration of a concept that emphasizes the core attributes or “Magic Moments” of a product, system or a service.

1. Distills the “forest and the trees” into something that is rapidly digestible.
2. Is descriptive enough to capture intention, but vague enough to allow for additional iterations by the viewer. Low fidelity is effective - your audience will fill in missing details.
3. Can include but is not limited to:
  - Users & their interactions or emotional state
  - Context of use (where, when, frequency, etc..)
  - Primary use case
  - Evolution over time



# MEANINGFUL POSTMORDEM FEEDBACK

(7)



1st post  
July



5. | GIVE ME THE RIGHT CONTENT

## CHEMISTRY 203 CONTENT :

■ CURRENT

▨ DEMAND



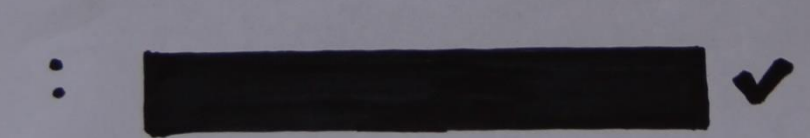
HANDS ON



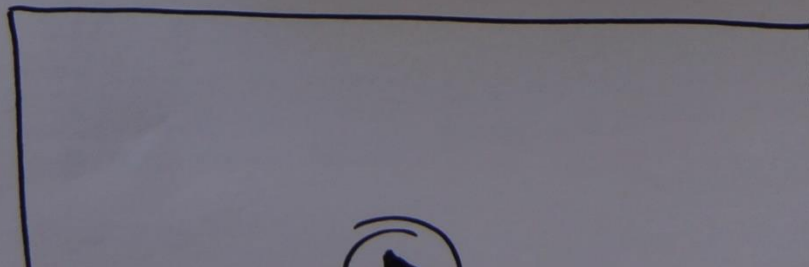
VISUAL



DISCUSSION



WHAT ARE MITOCHONDRIA?



COURSE PIN

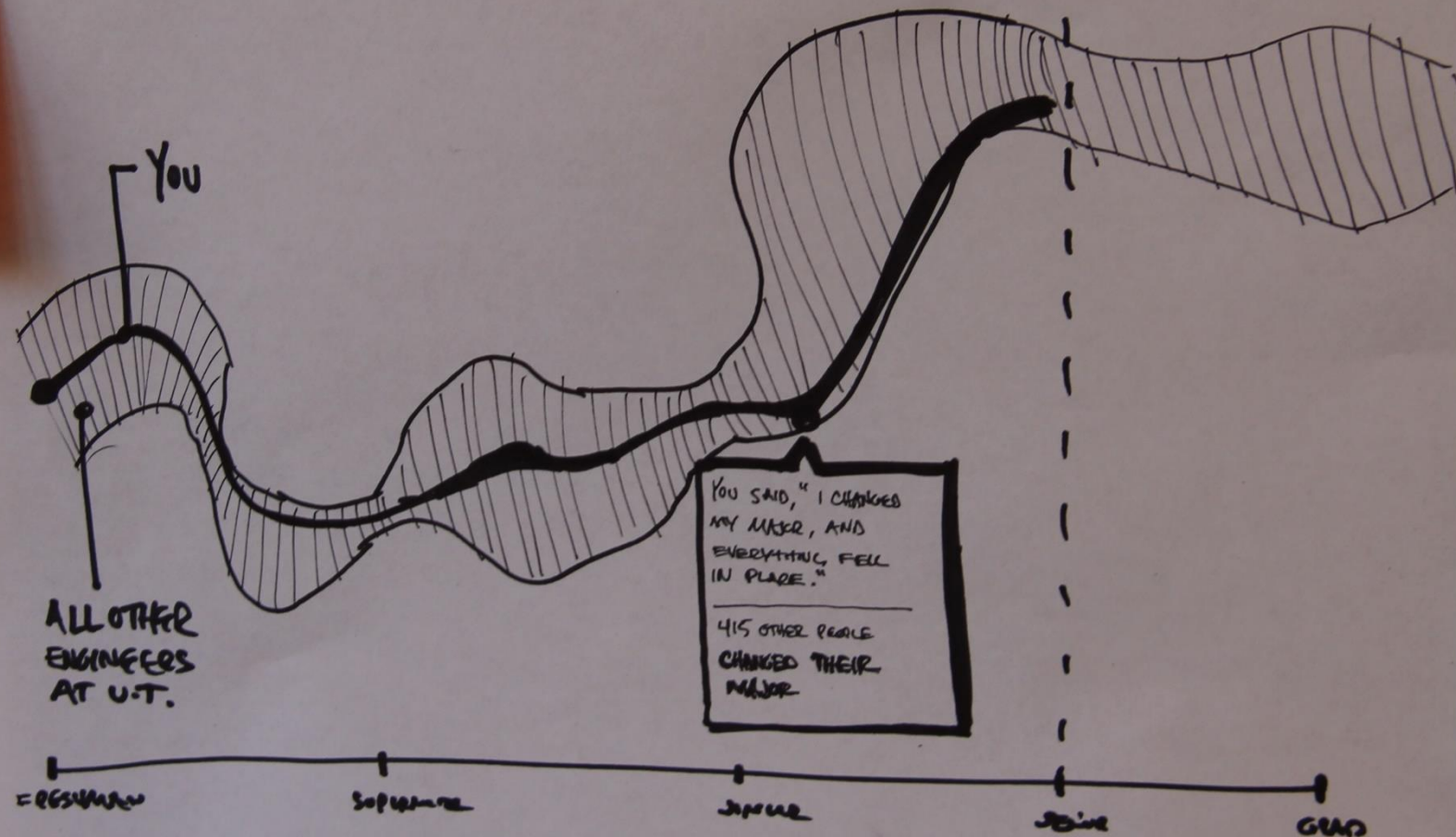
ADD THIS VIDEO TO  
MY COURSE:

ID: 102



Social  
mobile  
App.

#### 4. DRAW YOUR STRESS





ADD TO WISHLIST

STUDENT PROJECTS

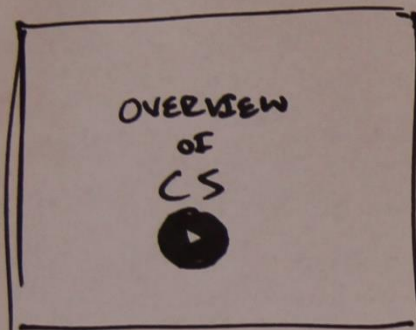


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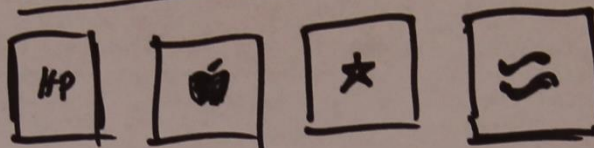
WHAT IT'S LIKE TO BE...

COMPUTER SCIENTIST

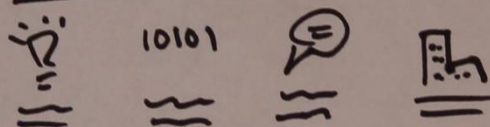
Find Schools



TOP COMPANIES



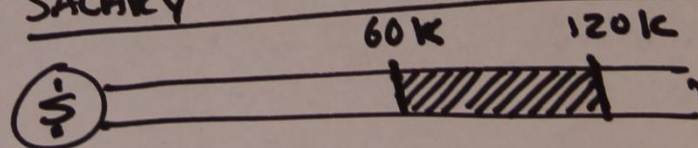
WORK TYPE



FAMOUS PEOPLE



SALARY

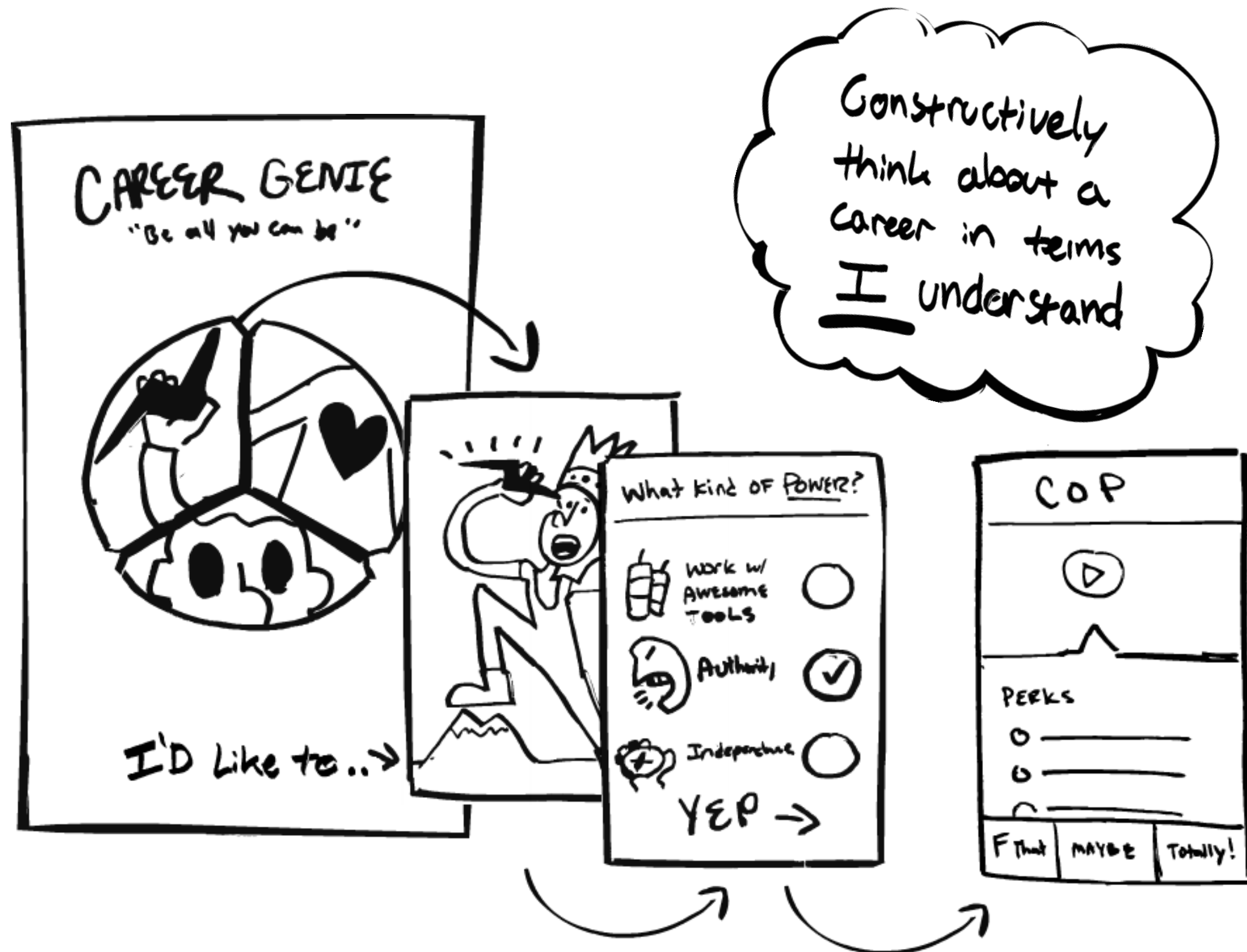


3

UNDERGROUND U

4

# Career Explorer: Vignette







### MEDICAL RECORDS

THIS SECTION

NAME	RECORD
A	B
C	D
E	F

REC:

☒ YOU SHOULD  
NOT HAVE  
A NAME

### NURSING

COMP:

KEYWORDS: FUN, HARD,  
LASHES,

☐ " " " " " "

**CONNECT**

### PLACEMENT

NAME:

PHONE:

**CONNECT**

GREEN STICKY NOTE: Green Day To The Life  
- also my friends are  
- from the 1st, but  
- very close like 1st &  
- Twitter to Instagram  
- & Instagram from 1st  
- 1st & 1st

### MY NOTES

ACCENTURE

COMPUTER

MECH

CS 101

ATHELOS

### TEST DATE THE COURSE

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### QUALITY MATTERS

STUDENT COURSE COURSE & EVALUATION

1. HOW WELL DID THEY USE CHAIR BOARD

2. GROSS FOR REMOTE SOCIAL

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# Moving Toward Product Requirements



## Story Vignettes

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Like scenarios, our goal is to craft a breadth of manifestation options. These options are used to inform the product vision.

Our goal is still divergence: breadth.



# Moving Toward Product Requirements



## Story Vignettes as Flows

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Visualize the vignettes over time, to understand how people use a product to achieve a goal.

S2 STUDENTS FELT TRAPPED IN THEIR MAJOR, AND DESCRIBE A PERCEIVED SOCIAL SHAME IN CHANGING THEIR OWN TRAJECTORY.

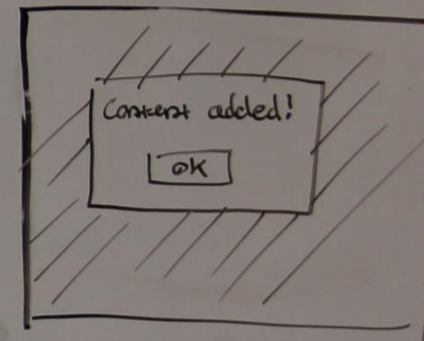
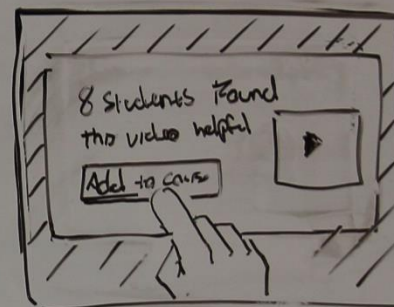
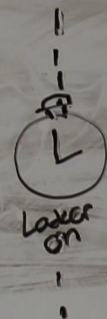
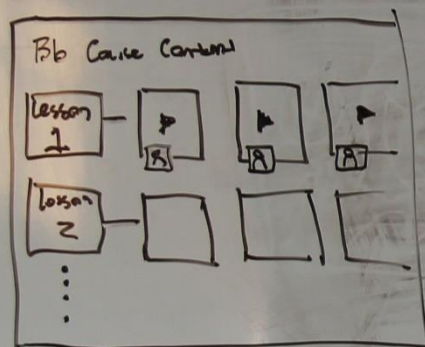
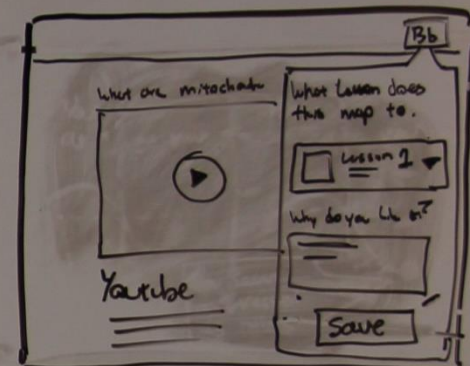
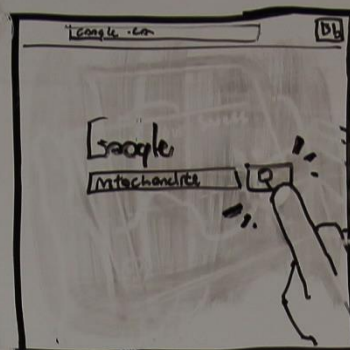
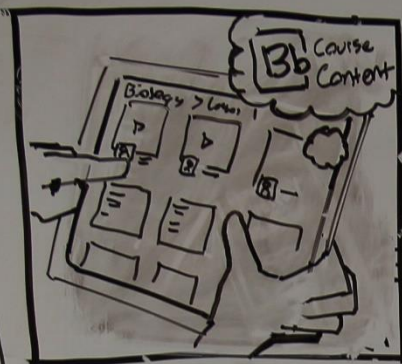
INSPIRE CREATIVITY  
EMPOWERING  
ADAPTABLE  
FUNNY?  
PRODUCT  
CONSISTENT INQUISITIVE  
MENTOR-WISE  
• ENCOURAGE YOU

7





- Compares to others in her major / school.  
 - "did you know the employees are learning to see how you overcome stress"



• Answer class — ☐ — } + perform  
 • grade 3 for — ☐ — }  
 - Carl gets a link to only report

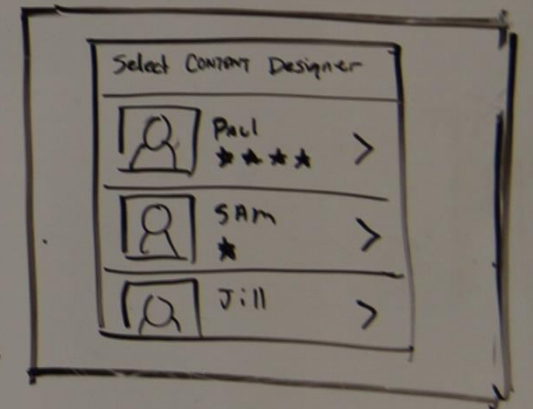
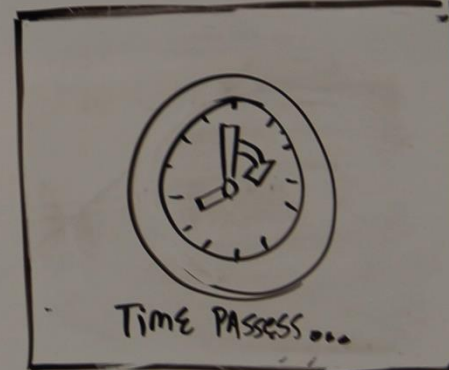
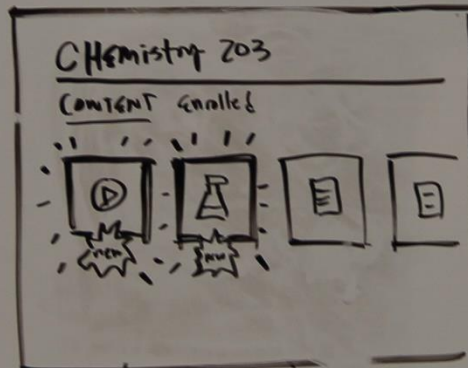
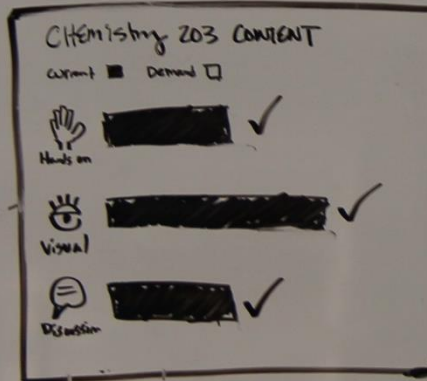
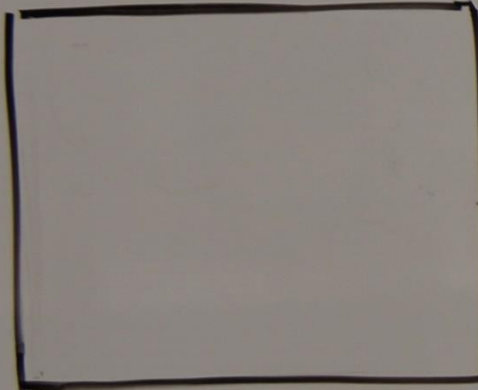
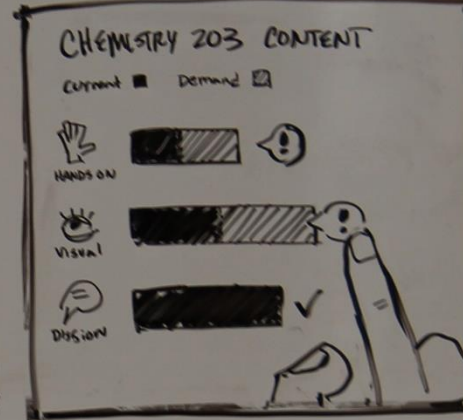
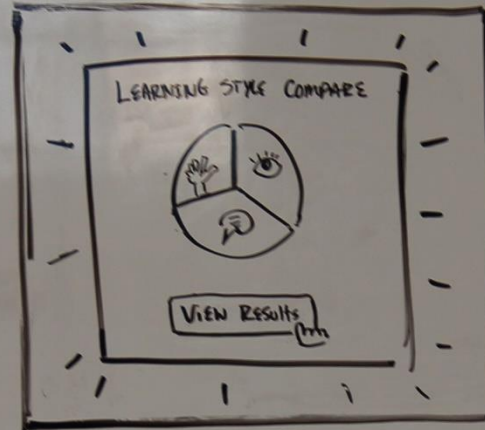
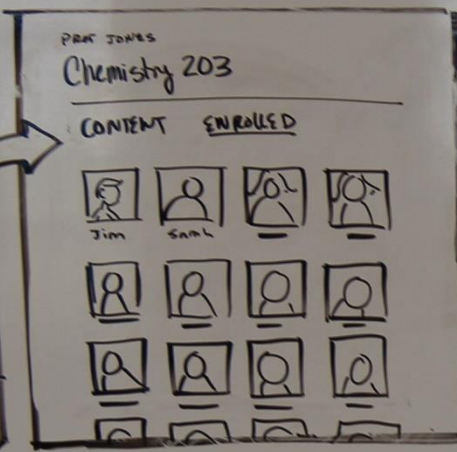


ADVENTEROUS  
INSPIRE CREATIVITY  
EMPOWERING  
ADAPTABLE

TIMELY AMBIENT  
CONSISTENT INQUISITIVE  
FUNNY? MENTOR-WISE

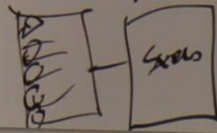
PRODUCT • ENCOUR

5 (F1)





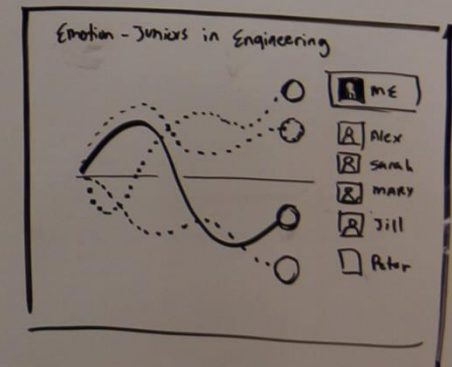
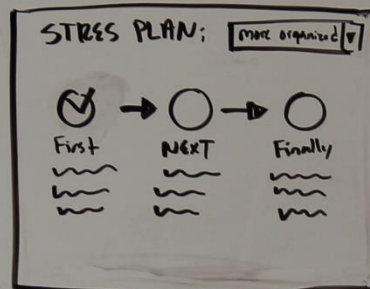
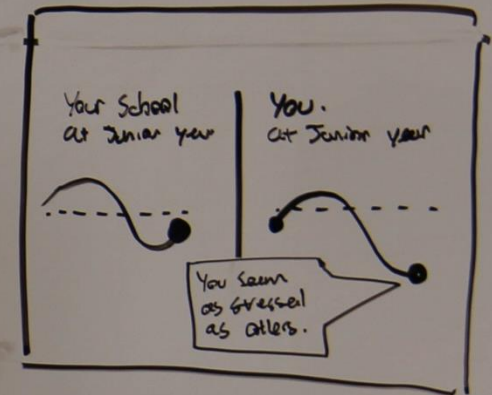
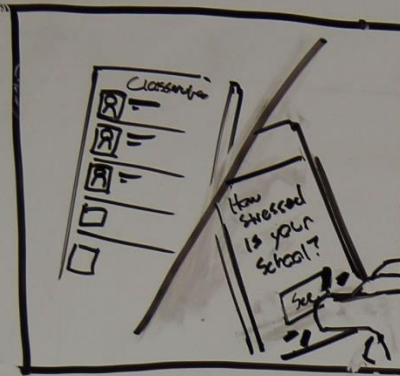
did you know that employees are  
 learning to see how you overcome stress"



She tells the out to get  
 a fire.



S4



# Moving Toward Product Requirements



## Product Definition – Vision

Once the team has crafted a collection of scenarios and vignettes (product pieces), they can begin evaluating and refining a subset of these components into a single cohesive system or service.

1. Focus on the ideal state rather than what can technically or organizationally be done today. This will help you craft a product / service roadmap that can be broken into manageable chunks later on.
2. Compare each concept / component against the value promise and key experience principals before introducing business or organizational goals.
3. Use the “existing state” customer journey map as a guide post (scope, priority, intercept point in the problem, etc..)
4. Consider bringing stakeholders to the table as these conversations typically have implications for the business and organization that supports it.



# Moving Toward Product Requirements



## Product Definition – Vision

The selected components can be articulated as a product vision. This narrative describes the components of the system and how they are utilized to achieve a goal; they describe how we will deliver the value promise to the users.

The vision statement is typically accompanied by a storyboard, a frame-by-frame illustration of the product used to achieve the primary goal, and ideal state customer journey map.

*Note: each component continuously evolves from its original scenario and vignette. There is generally some combination and continued ideation of product components during this step.*

For example...

*Job Genie is a fun, non-threatening way to explore potential career paths.*

*With Job Genie, students can browse career options in an easy, approachable way, and can view videos from practitioners that paint a realistic picture of the day to day activities at a job.*



# Moving Toward Product Requirements



## Product Requirements

An articulation of the vision, value promise, and key features or capabilities for each component within the product, system, or service. Product requirements maintain a focus how system components deliver the value promise over features or individual capabilities.

A product requirement contains the following:

1. A vignette – A medium to high quality illustration of the component
2. Value statement – A concise statement that describes the intent of the component as they supports the user's goal. Includes a list of any secondary emotional or behavioral outcomes
3. Capability & feature breakdown

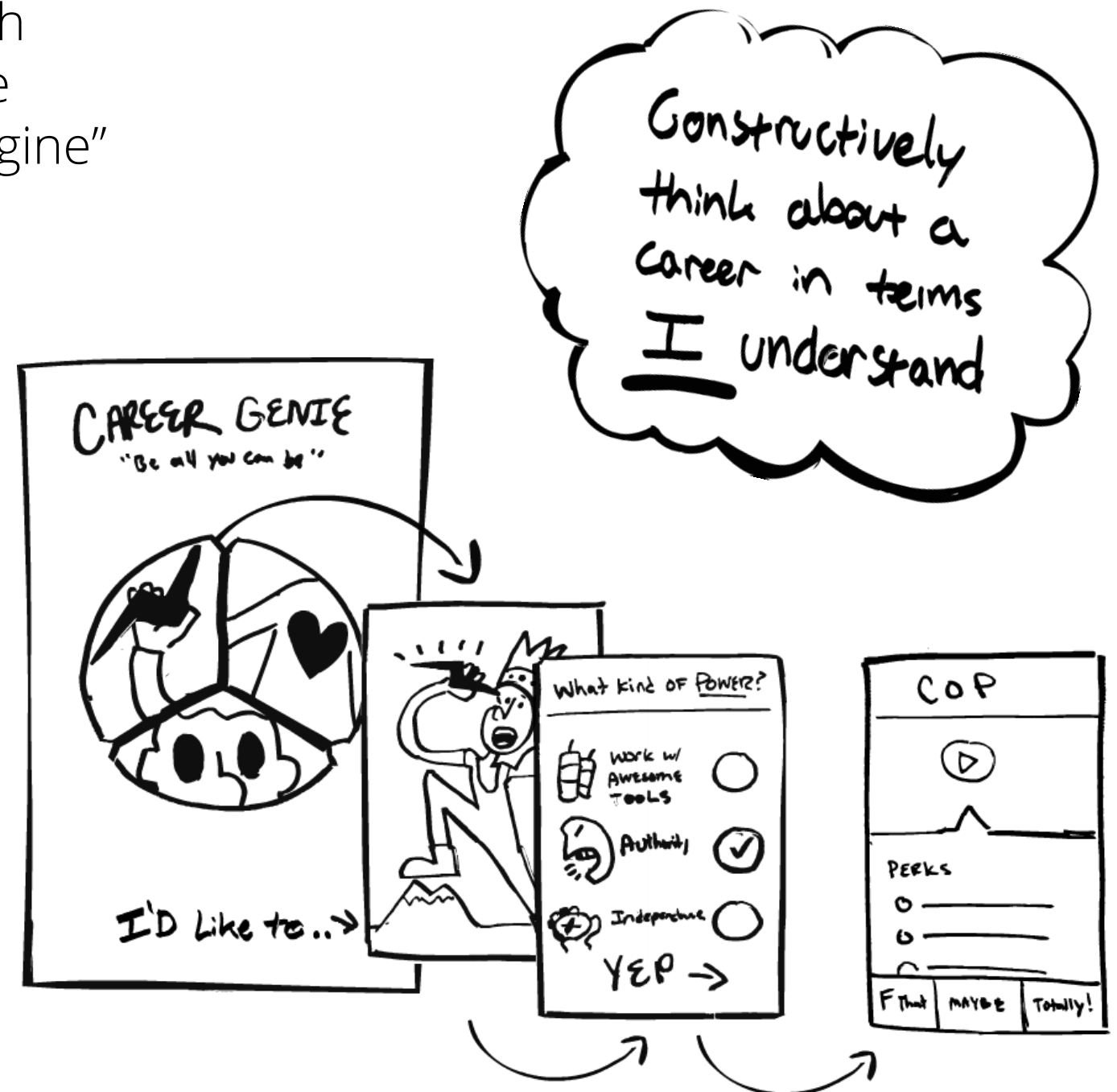
# Career Explorer: Product Requirements

## Value Statement

Promotes light hearted, emotionally rich interactions between a student and the qualitative data points they use to “imagine” themselves in a given career path.

## Emotional & Behavioral Outcomes

- Learn about different career paths
- Find schools and courses relevant to a selected vocation or career choice
- Connect with celebrities, alumni, employers, and other students in a particular career area
- Minimize anxiety around career selection
- Make empowered, considered choices about the future

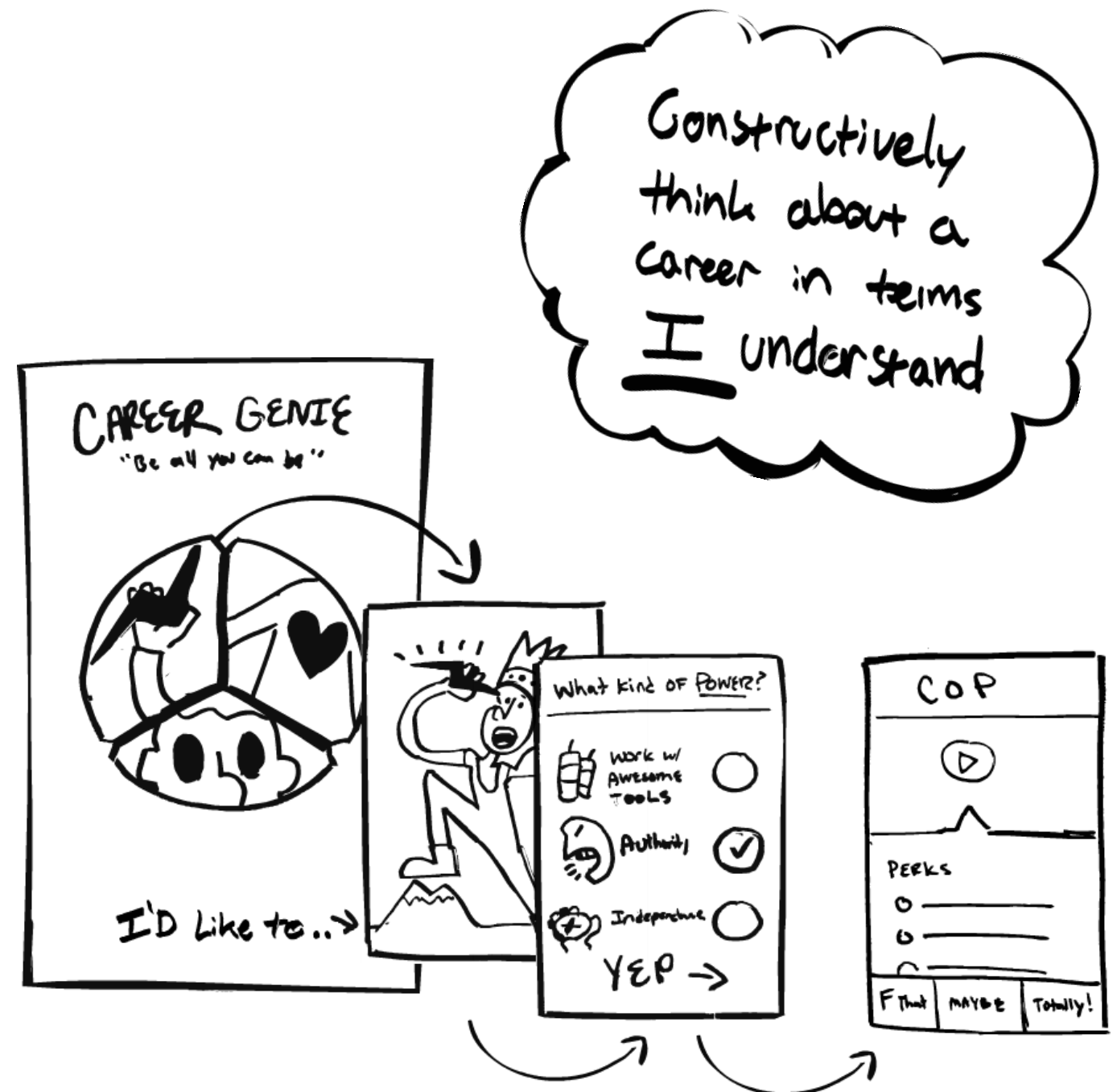




# Career Explorer: Product Requirements

## V1 Capabilities:

- Enter or select a human quality, and explore career paths related to that quality
- Pivot between potential career paths using related human qualities
- View short, candid videos about a given career path (vine / instagram style)
- View salary information about a given career path in a context that makes sense to a student
- View degrees that can help the student achieve a given career path
- View actionable activities that aid in the process of selecting a given career path
- Save, print, or share career path options for future reference



# ac4d

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