**User scenarios**

A scenario is a situation that captures how users perform tasks on your site or app. Scenarios describe the user’s motivations for being onsite (their task or goal) and/or a question they need answered, and suggest possible ways to accomplish these objectives. It is essentially a development of the user story, and can relate to multiple target users. However, scenarios can also be broken down into use cases that describe the flow of tasks that any one user takes in a given functionality or path. For example, a scenario could outline how John uses a mobile app to buy a ticket to a design workshop whilst on his way to work.

How to write a scenario: Scenario planning starts with scenario mapping. The design team, developers and product owner will meet to exchange ideas and create a strategy based on their user personas. With the primary user defined through persona development, they can now consider the key task that the user hopes to achieve. The next step is to perform a scenario analysis, put the user’s goals into context and walk through the steps that the user would take.

*Example:*

*Mr. and Mrs. Macomb are retired schoolteachers who are now in their 70s. Their Social Security checks are an important part of their income. They've just sold their big house and moved to a small apartment. They know that one of the many chores they need to do now is tell the Social Security Administration that they have moved. They don't know where the nearest Social Security office is and it's getting harder for them to do a lot of walking or driving. If it is easy and safe enough, they would like to use the computer to notify the Social Security Administration of their move. However, they are somewhat nervous about doing a task like this by computer. They never used computers in their jobs. However, their son, Steve, gave them a computer last year, set it up for them, and showed them how to use email and go to websites. They have never been to the Social Security Administration's website, so they don't know how it is organized. Also, they are reluctant to give out personal information online, so they want to know how safe it is to tell the agency about their new address this way.*