



Usage Scenarios

MAD9034



UX Design Process

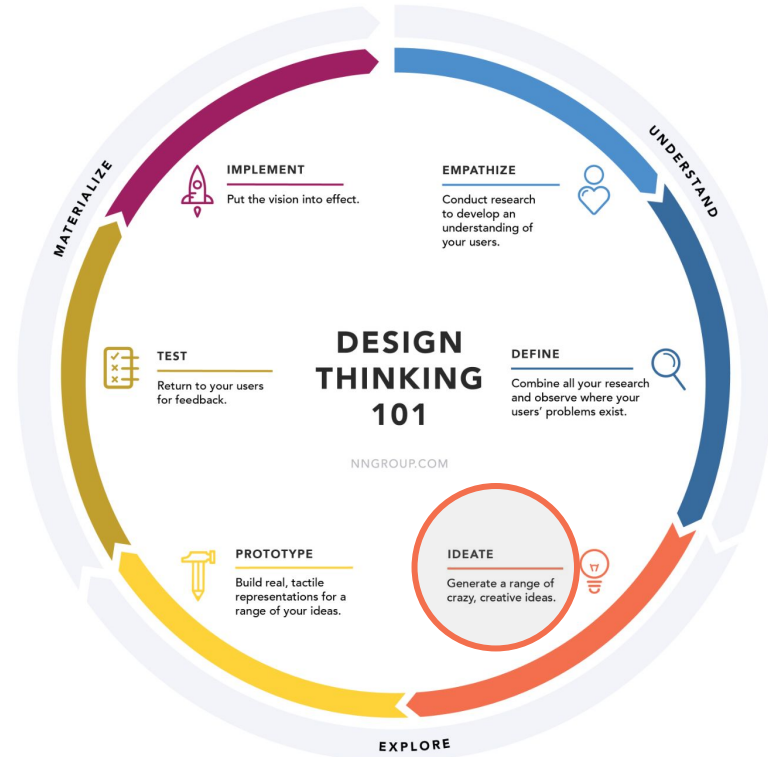
Usage Scenarios

- Empathize
- Define
- Design/Ideate

Experience and explore possible solutions

- Ideation
- **Scenario Mapping**
- User task flow diagram
- Wireframes (UI layout/user flow)
- Interaction design
- Visual design

- Prototype
- Test
- Implement + Measure



Scenarios

Definition and Goals

Scenarios are short **stories** that provide **context** behind why a specific user group represented by a **persona** use your product and **how** this persona is planning to accomplish a **key task**.

Goals

- Document the goals and questions to be achieved by users (persona)
- Define the different ways tasks can be accomplished with the product
- Give life to an abstract use case scenario

Scenarios

Personas and Usage Scenarios

PERSONA

- **Who** (uses the product)

SCENARIO

- **Why and How** (the persona is using the product)
- **Existing** or **hypothetical** situation

[Scenario Mapping: Design Ideation Using Personas](#)

NN/g

Scenario Mapping



Scenarios

Example



Cynthia (persona name)

primary user

Early shopper

Scenario: Cynthia wants to create a shopping list with presents for her family

Summary

Cynthia is a grandparent who likes to get her Christmas shopping done early, before she travels to see her family. She asks her family to send her their wish lists that she wants to turn into a shopping list to eventually purchase the presents.

Tasks

- Sends a request to the family to add items to a wish list
- Receives notification when items are added to the wish list
- Browses the wish list and selects items to add to the shopping list
- Buys the presents online
- Checks off the items on the wish list that she bought

Context

Cynthia likes to use her iPad in the comfort of her home, to check the wish lists published by her family and chose the items she wants to purchase.

Scenarios

Example



Scenarios | Use Cases | User Stories

Measure and Analysis

Scenarios

Narrative that describes the **user's motivation** and environment/context.

Lots of detail, often represented as **storyboards** or written in **narrative** form at the beginning of a project
Human-centered anchors to guide design and development

Use Cases

Very similar to scenarios, expressed from a **system's perspective**

Part of detailed **product requirements**
Goal of an action > trigger event that starts a process > each step required
Written in the form of an **actor** or user, **performing an action**, followed by the expected **system response**

User Stories

Sequences of actions and events that lead to an outcome.
Written from the **user's perspective**.

Simple in structure, short and testable - **one task per story**
Bridge between users, designers and developers
Defined during development, before or at the beginning of each sprint
Commonly used in Agile development process

User Stories and Scenarios

Both from a user's perspective

User Story

As Cynthia, the grandparent,
I want to have a
straightforward way to add
the items from the wish list to
the shopping list, **so that** I
can purchase the gifts for my
family.

Scenario

					Cynthia is planning a trip to see her family for Christmas. She has multiple grandchildren and she wants to buy nice presents for them. She wants to finish the shopping early so she is ready for the trip. She likes to ask her family for ideas to make sure she buys presents that they enjoy. She uses an app on her phone that lets her send a request to the members of her family to add items on a wish list. She likes this app because she can use it on her new iPhone 14 in the comfort of her home.
Feeling	Anxious to get her Christmas shopping done early				
Thinking	If she receives everyone's wishes early in a few days, she can get all her online shopping done on time.				
Doing	Cynthia wants to create a shopping list to buy presents for her family.				
Steps	Sends a request to the family to add items to a wish list	Receives notification when items are added to the wish list	Browses the wish list and selects items to add to the shopping list	Buys the presents online	

Scenarios

Why might we use scenarios?

To answer these questions:

- **Who** is the user?
- **Why** does this user use my product?
- **What** does this user want from my product?
- **How** can this user achieve their goals?
- **Why** does this persona want to use my **product and not a different one?**

Scenarios

Types of Scenarios

- **Goal-Based / Task-Based**
- **Elaborated**
- **Full Scale Task**

Scenarios

Types of Scenarios

- **Goal-Based/Task-Based**

Focus only on what the user wants to do

Used to define information architecture and content

Used to create usability testing scenarios

- **Elaborated**

- **Full Scale Task**

Scenarios

Types of Scenarios

- **Goal-Based/Task-Based**

Who

Why using the app?

Cynthia is traveling to see her family for Christmas and she wants to get her shopping done early.

What are the goals?

- **Elaborated**

- **Full Scale Task**

Scenarios

Types of Scenarios

- **Goal-Based/Task-Based**
- **Elaborated**
 - More detail than a goal-based scenario
 - Helps the team to better understand the persona to design for
 - Helps the team to better understand how the persona characteristics may affect the interaction with the product/service
 - Helps craft the right content and functionality for a specific user type
- **Full Scale Task**

Scenarios

Types of Scenarios

- **Goal-Based/Task-Based**

Who

- **Elaborated**

Additional details

Why
using the
app?

Mr. and Mrs. Macomb are retired teachers 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.

What
are the
goals?

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.

- **Full Scale Task**

Scenarios

Types of Scenarios

- **Goal-Based/Task-Based**

- **Elaborated**

- **Full Scale Task**

Includes the steps required to complete a task

Written from a user's perspective

Describes how the product would support the task-oriented or elaborated scenario that you started with

Scenarios

Types of Scenarios

- **Goal-Based/Task-Based**

- **Elaborated**

- **Full Scale Task**

Cynthia is traveling to see her family for Christmas and she wants to get her shopping done early.

- Opens the wish list app
- Sends a request to her family for wish lists
- Receives notifications when a family member added items to the wish list
- Adds items from the wish list to the shopping list
- Purchases the items online
- Checks the wish list which has all the purchased items checked off

Scenarios

Usage

Scenarios are critical for:

- **Design ideation**
- **Usability testing**

Scenarios

Usage

Scenarios are critical for:

- **Design ideation**
 - Focus on your user's tasks
 - Eliminate bias
 - Organize the content and entry points into the key tasks in a manner that makes sense to your users
- **Usability testing**

Scenarios

Usage

Scenarios are critical for:

- **Design ideation**
- **Usability testing**
 - Orient user research around your users' tasks > evaluate how effectively your product supports these tasks.
 - Identify the key steps required to complete the task > observe the path followed by users > evaluate the effectiveness of your product's architecture and navigation.

Scenarios

Dos and Don'ts

DO

Marty signs into the product.

DON'T

Marty clicks on the username input field then types his name. He then clicks on the password input field and enters his password. Marty clicks on the login button.

Scenarios

Best practices

- Scenarios are **based on user research**.
- At least **1 scenario per persona**.
- **Context of use** is described.
- In each scenario, **a goal** is indicated and **a specific situation** is described.
- The **goal connects** the scenario **to** a specific **persona**.
- The **tasks and activities** describe **how the goal is achieved**.

Scenarios

Best practices

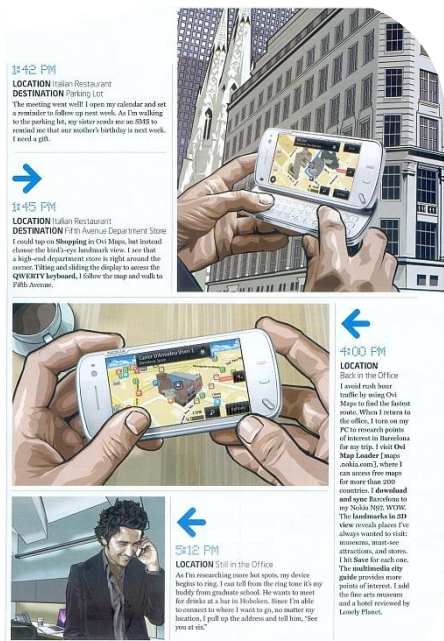
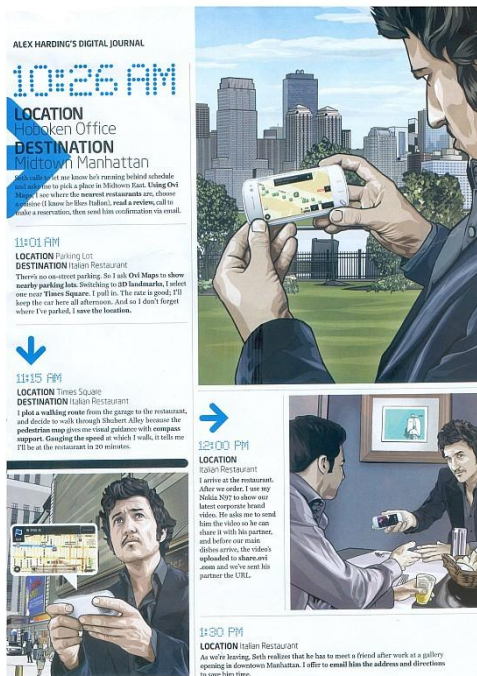
- Describe the **entire sequence of steps**, in order, **from start to finish**, with an appropriate amount of detail.
- Scenarios describe **interactions, not interfaces**.
- The set of scenarios combine to describe **the core usage of the app**.

Scenarios and Storyboards

Narrative versus comic strip style



Alex Harding, director of business development at a growing tech company, travels frequently to meet investors and cultivate clients. As a person who's always in the know about the latest technology products, he's been following reports that the Nokia N97 is the ultimate mobile phone and personal navigation device—designed to connect its users with life's destinations. After thorough research, Harding purchases a Nokia N97 and upgrades Ovi Maps to ensure he has the most current software.



Source

Scenarios

Major project: Week 3 of 9

Scenarios

Assignment Recap

A hypothetical **key usage scenario** to understand how your **primary persona** may interact with your app. *"What are some of the things my user will try to accomplish with my app?"*

- Basic user info
- Scenario statement
- Summary (tie in user goals)
- Tasks (steps)
- Context of use.

[Details on the course website: Scenarios](#)

Scenarios

Assignment mark criteria

- Conform to specs
- Effective use of time in class
- Effectiveness of scenario writing
- Overall quality of work
- Feedback from your instructor

Today, in class

Steps

Brainstorm possible usage scenarios (10-15 mins)	What are some of the things my user will try to accomplish with my app? Choose 1 key scenario to work on
Open the scenario template (Figma) (5 mins)	Fill in name, photo and goal
Summary (10-15 mins)	In paragraph form, describe how the persona's characteristics led to a specific event or trigger, where they found themselves with a specific goal, which led them to your site or product
Steps (10-15 mins)	In point form, step-by-step, how the goal is achieved
Context of use (10-15 mins)	In paragraph form, the actual conditions where the scenario occurs

Step 1: Brainstorm Usage Scenarios

10-15 minutes

- **What are some of the things my user will try to accomplish with my app?**
 - What you know about your primary persona
 - Pain points, challenges, opportunities, etc
 - Phrase it as a goal/task

Example 1: Mark is taking a trip to Seattle, and needs to find out how much his company will reimburse him for meals and other expenses.

Example 2: Marie recently adopted a 6 month old dog, and needs to find a way to walk the dog mid-day, while she's normally at work.
- **Choose one to be your key scenario**

Step 2: Open Template

5 minutes

- **Open Figma**
- **Fill in**
 - Persona photo
 - Scenario goal (selected at step 1)

Step 3: Fill in the Details

10-15 minutes each section

- **Summary** (10-15 minutes)

In paragraph form, describe how the persona's characteristics led to a specific event or trigger, where they found themselves with a specific goal, which led them to your site or product

- **Steps** (10-15 minutes)

- In point form, step-by-step, now the goal is achieved

- **Context of use** (10-15 minutes)

In paragraph form, the actual conditions where the scenario occurs

- Tools used
- Environment (physical, operational, technical constraints)
- Other contextual factors that may affect the user experience

Coming up

Information Architecture



Mandatory

Submit your scenario assignment