



Narrative & Context Scenarios

DESN 24427 Design Strategy & Computation

What things stuck with you most from the reading on Narrative as a design tool?

Context Scenarios

Putting the personas from our spectrum into situations

- Now that we better **understand** the **people** we're solving for, how do we **understand** the **situations** in which they would use the apps?
- We **do not** just jump in and begin wireframing screens
- Instead, we determine the **ideal interactions** a person could have with the product

Today, Taré is flying on two flights with a tight connection through Charlotte airport. Taré has taken this trip dozens of times before.

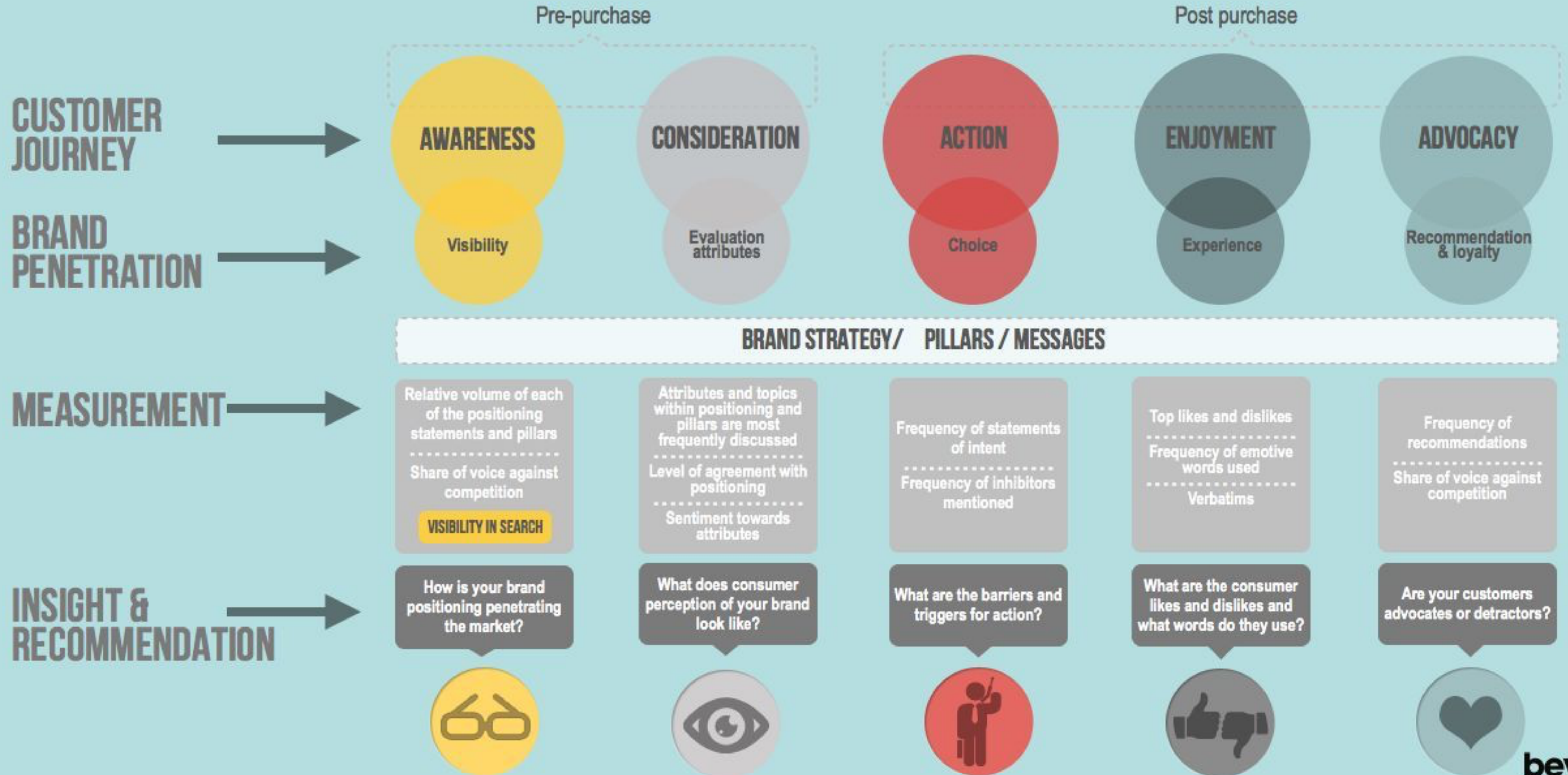
Like usual, it takes Taré more than an hour to get from home to the departure airport. The first leg of Taré's journey is a 90-minute flight. The second leg, leaving Charlotte, is a 3-hour flight. After the two flights, Taré will have to drive for another hour before reaching the hotel. Today, the entire journey, from leaving home to reaching the hotel, will take Taré upwards of 7 hours.

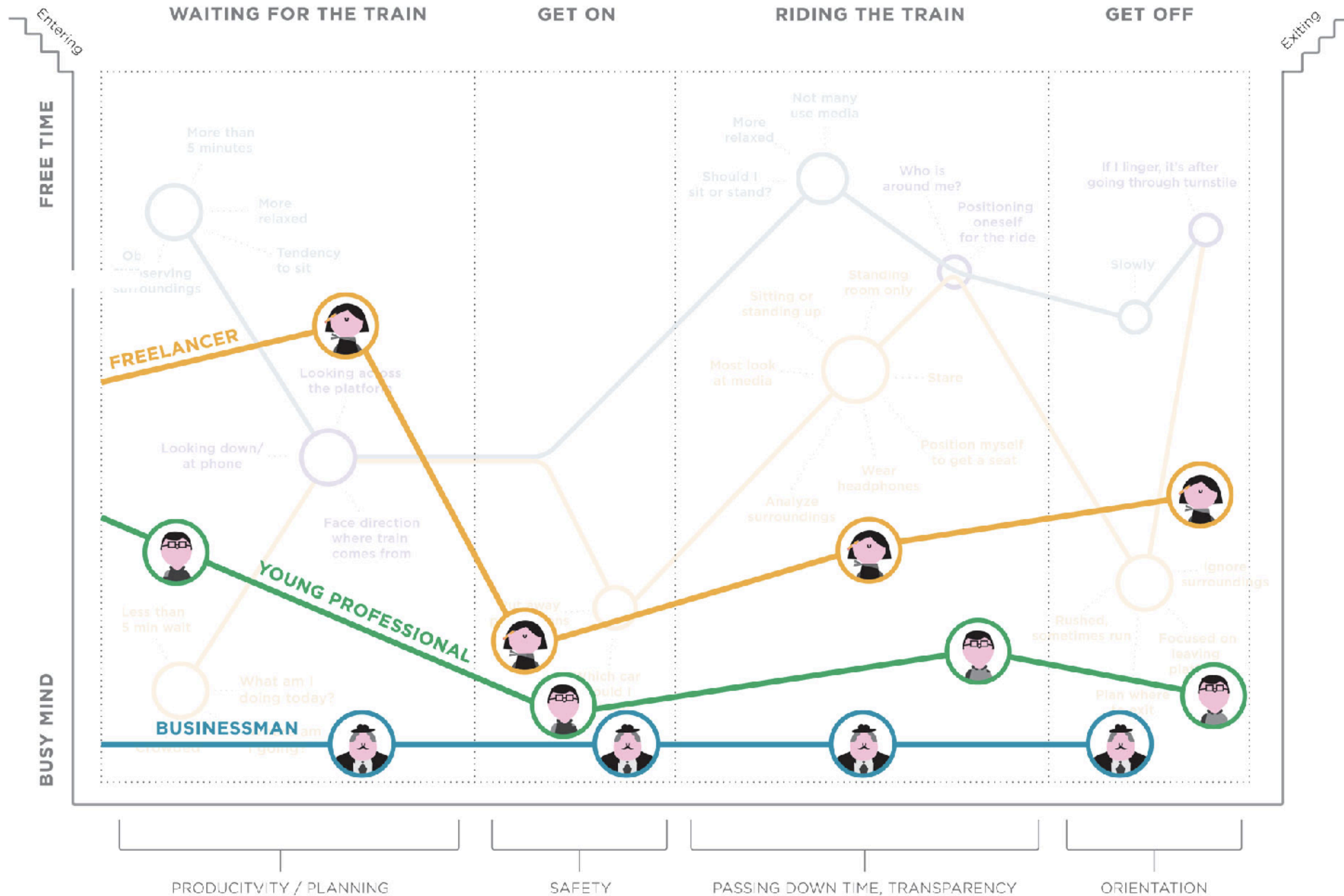
Because the connection in Charlotte is very short, Taré will have to hurry to make the connection. There's no time to stop for any food, especially if the incoming flight is the least bit delayed (which it often is).

—Jared Spool, <https://articles.uie.com/when-it-comes-to-personas-the-real-value-is-in-the-scenarios/>

**Some examples of how narrative
is used as a design tool**

UNDERSTANDING PERCEPTIONS THROUGH WHAT CONSUMER SHARE DURING PURCHASING JOURNEY





James



James is a academy level football player. He has played football his whole life and wants to be able to step up in his career. He is currently on the lookout for a agent to help him progress in his career. He Loves connecting with others on social media, voiceing his opinion and sharing footballing content.

EDIT IN PERSONAS

User goals

Touchpoints

Process

Problems

Experience

AWARE

SIGNUP & ONBOARDING

SEARCH

CONNECT

POST

User wants to be able know what the app is all about, find it and downloading it on his or hers device

To be able to register for the app, entering all the necessary information.

Users wants to be able to search for other players, clubs or agents on the app.

Users wants to be able to connect with other players, clubs or agents on the app.

User wants to be able to post User generated content link videos, images, stats etc. to there news feed.

- Word of mouth
- Advertisements
- Reviews

- App
- Club

- App
- Club
- Players
- Agents

- App
- Club
- Players
- Agents

- App
- Club
- Players
- Agents

Customer reads and understands what the app is about, decides to download the app and takes a first look at it.

Customer Signs up to the app, chooseing the relevant path (Player, agent and club). Customer then goes through onboarding for there releveant path so that there profile will be populated with there information and the app is set up and tailored to the customer.

Customer searches for other users on the app, via the search section

Customer connects with other users on the app and can therefore message and view content from those users.

Customer goes to there news feed (home), or profile to post content that populates there profile feed and other users they are connected with news feed.

Can the user find the app on the app store or google play

Does the user want to or have the information needed to sign up to the app. Should this be done at a later stage?

Can a user find the other users they are looking for.

What happens if a user doesnt want to connect with other user if they have recieved a connection request.

User might only want to post there content to some of there connections.



- Advertisments at clubs
- Social media (generate a buzz)
- ambassadors

- Linked to clubs with players
- Enter referral code to get prices
- Age verification for players

- Geo location (players, agents, clubs near you)
- Link to other social networks

- NFC Tech touching phones or cards (maybe even shin pads)
- ignore rather than

- Goal alerts of connections
- Post vidoes and photos stright from your phone

Compare/contrast

Different types of narrative as design

Deliverable	Use Case/Case Study	User Story	Context Scenario
What is it?	details all aspects of interaction	identifies user and their need(s)	describes how user needs are met
Type of Document	Structured Document: detail functionality, flow, requirements	Informal, short statement: agile development process to scope features	Narrative: user perspective walkthrough
Level of Detail	very detailed (all possible ways and barriers to achieve goal)	short, very focused (meant to spark conversation at team scrum meetings)	just enough detail (includes user motivation, environment)
Writing Sample	Technical descriptions <i>Web customer (actor) authentication.</i> <i>Summary, Rationale, Users, Preconditions, Course of Events, Postconditions, etc.</i>	First person quote <i>“As a user, I want to log in to my bank account to pay a bill”</i>	Third person narrative <i>Joan is (description). She wants to pay a bill. First she (describe process) ...then she...</i>

Today, Taré is flying on two flights with a tight connection through Charlotte airport. Taré has taken this trip dozens of times before.

Like usual, it takes Taré more than an hour to get from home to the departure airport. The first leg of Taré's journey is a 90-minute flight. The second leg, leaving Charlotte, is a 3-hour flight. After the two flights, Taré will have to drive for another hour before reaching the hotel. Today, the entire journey, from leaving home to reaching the hotel, will take Taré upwards of 7 hours.

Because the connection in Charlotte is very short, Taré will have to hurry to make the connection. There's no time to stop for any food, especially if the incoming flight is the least bit delayed (which it often is).

—Jared Spool, <https://articles.uie.com/when-it-comes-to-personas-the-real-value-is-in-the-scenarios/>

Context Scenarios

The specific type we're going to use in Project 1

- We use **stories** to describe the interactions
- We define **behaviours** users may expect
 - **Used by:** Disney, digital agencies, content strategist
- We may use **customer journey** mapping tools
- We might define a “moment of truth”, when the person using the product **achieves their goal**

Define scenarios

More detail on context scenarios

- **Based on personas** – focused on how people think and behave
- **Context that describes** the environment and non-verbal cues that may be present within a user's interaction
- **Role-playing/interaction walkthrough** by UX designer, putting themselves in the persona's shoes

Attraction	Engagement	Support
	<p>Susan does a search on air filtration materials, and finds a wealth of information - journal articles, Handbook references, and ASM members who specialize in this area.</p> <p>She sees that she has a limited amount of access to full articles and the various materials that ASM provides.</p> <p>There is one expert in South Carolina that she would love to connect with - Don Kapakos. He's had 20 years of working in situations where hurricanes regularly hit buildings.</p> <p>Being a member can give her access to all of Don's articles, and his profile so she could approach him directly via email.</p>	<p>Susan decides to become an ASM member.</p> <p>As she signs up, she's asked to complete her profile information - as she fills in her work history and education, the system is tagging her profile with particular keywords, along with her search parameters, and things she's indicated she's interested in (by clicking on them).</p> <p>When she's finished - a 2-step process at most - she's able to reach out to Don immediately and connect.</p> <p>Since her profile information is fairly complete, she's a full member and has access to all regular member services that she's entitled to.</p>
<p>Since she's been given this big project, overseeing an entire build for a highly technical medical building Susan is feeling a need to ramp up her knowledge AND to make some good connections in the larger Materials industry.</p> <p>When Susan gets to the ASM site - she can see the latest content ASM has to offer - including articles, Handbook updates, upcoming courses, and meetings.</p> <p>Will an ASM membership be valuable to her? What can it provide her with?</p>	<p>Susan eventually determines membership is of interest after spending more time than desired digging through the resources on the site.</p>	<p>Personalized "Welcome" email that highlights some relevant resources based on member's interests. Optimize site navigation to ensure ease of use and access to resources. Recommend local chapters and events based on member location. Recommend relevant products and services as</p>

Drafting a scenario

Things to consider when writing

- Begin with your **persona spectrum** (you will write **one scenario for each** person in your spectrum)
- Start by filling in an empathy map for each person
- Use the following as prompts to construct your narrative:
 - **Questions:** things the persona needs answering before the next step
 - **Happy moments:** positive, enjoyable things that improve the experience
 - **Pain points:** frustrations and annoyances that spoil the experience
 - **Opportunities:** How to address the pain points
- ***Remember:** the scenario should describe an **ideal interaction** between person and product*

what does the customer
THINK & FEEL?

what really counts
major preoccupations
worries & aspirations

what does the customer
HEAR?

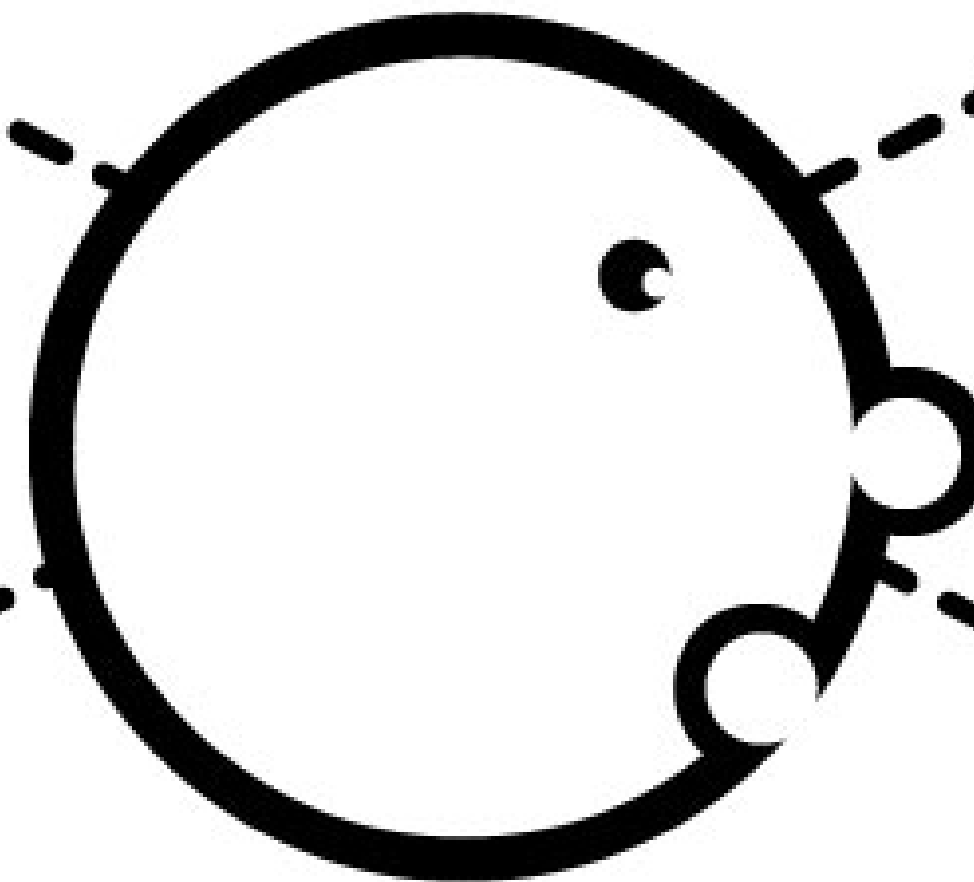
what friends say
what boss says
what influencers say

what does the customer
SEE?

environment
friends
what the market offers

what does the customer
SAY & DO?

attitude in public
appearance
behavior towards others



	Record		Download to computer		Import to editing software		Edit the video		Export		Upload		Share	
ACTIONS	Charge battery	Buy blank tapes	Find cable	Transfer to PC	Choose & install app	Import footage	Add Crossfades, music	Tinker for hours	Choose file format, codec	Wait for 'export ... zzzz	Select hosting service	Upload file	Send out chain mail	social
QUESTIONS	Do I have blank tapes?	Batteries charged? Spare battery packed?	Why is it taking so long?		Which app is best?	Is my PC compatible?			What's a CODEC?	What settings are best?	Where can I put this file?			
HAPPY MOMENTS	Video quality is amazing!	Love the long zoom								Labour of love - looks great				HOORAY, friends like it!
PAIN POINTS	So much preparation!		Can't find goddam cable!	out of disk space. Huh?	Hard to pick the right app		Takes way too long		It came out all blocky!	Too many decisions!	Youtube is 10 mins max		Doesn't play on mum's PC	Too much work overall!
OPPORTUNITIES	Use Flash storage not tape	Allow AA batteries	Build an integrated USB cable		Preload editing app free on camera		Streamlined editor - less control but quicker!		Video recorded as web ready	Jargon free 'export' options	Share as one click feature of editor	Jargon free 'export' options		Ensure a joined up 'end to end' experience

To learn more

Check out these resources

- **About Face, 4th Ed. (book)**
 - eBook available thru library here:
<https://tinyurl.com/y6a6cf47>

