



## A sample context scenario

The following is the first iteration of a context scenario for a primary persona for a personal digital assistant (PDA) type phone, including both the device and its service. Our persona is Vivien Strong, a real-estate agent in Indianapolis, whose goals are to balance work and home life, close the deal, and make each client feel like he or she is her *only* client.

Here is Vivien's context scenario:

### **Intro - People, Objects, Environments**

**1** While getting ready in the morning, Vivien uses her phone to check her e-mail. Because it has a relatively large screen and quick connection time, it's more convenient than booting up a computer as she rushes to make her daughter, Alice, a sandwich for school.

### **Task at hand**

**2** Vivien sees an e-mail from her newest client, Frank, who wants to look at a house this afternoon. The device has his contact info, so she can call him with a simple action right from the e-mail.



### Task in more detail

- 3** While on the phone with Frank, Vivien switches to speakerphone so she can view the screen while talking. She looks at her appointments to see when she's free. When she creates a new appointment, the phone automatically makes it an appointment with Frank, because it knows with whom she is talking. She quickly enters the address of the property into the appointment as she finishes her conversation.
- 4** After sending Alice to school, Vivien heads into the real-estate office to gather some papers for another appointment. Her phone has already updated her Outlook appointments, so the rest of the office knows where she'll be in the afternoon.
- 5** The day goes by quickly, and eventually Vivien is running a bit late. As she heads toward the property she'll be showing Frank, the phone alerts her that her appointment is in 15 minutes. When she flips open the phone, she sees not only the appointment, but also a list of all documents related to Frank, including e-mails, memos, phone messages, and call logs to Frank's number. Vivien initiates a call, and the phone automatically connects to Frank because it knows her appointment with him is soon. She lets him know she'll be there in 20 minutes.