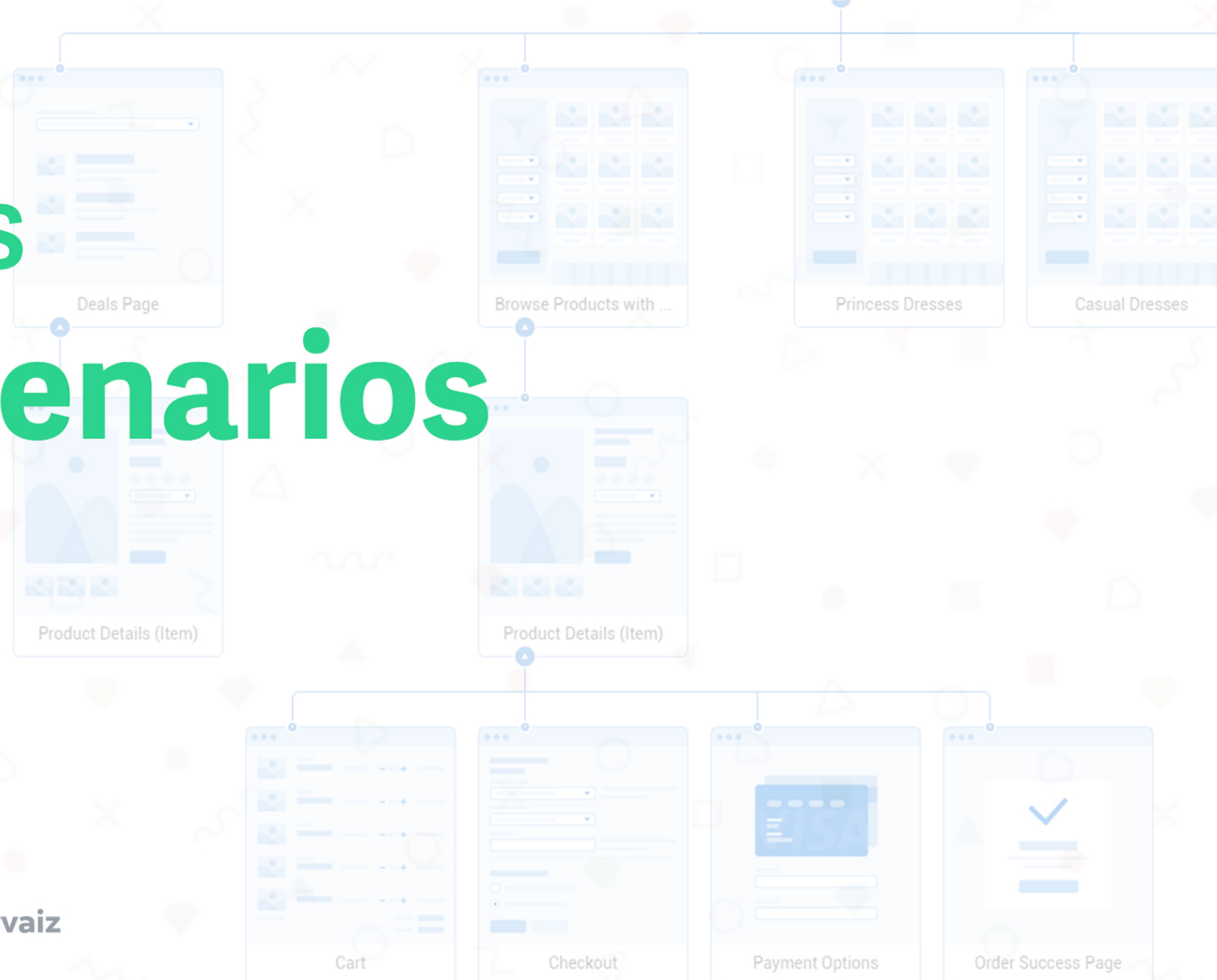


# UX PROCESS

# User Scenarios

UX PROCESS SIMPLIFIED  
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## User Scenarios

A User Scenario is a short story of how, when and why a user uses your product and in which circumstances **(Context and behavior)**

User scenarios are going to tell a lot about what we need to build to satisfy our user

## More about User Scenario

- Don't tell System Specific steps e.g. Clicked Checkout
- Doesn't show each and every step taken
- Don't forget, its a short, concise story
- Shows goals, motivations, expectations, actions and reactions of user
- Show the context of use

## Parts of Effective User Scenarios

- Persona using your product
- Motivation or trigger behind usage
- Problems faced during usage (how they use it)
- What problem they were trying to solve?
- Was it solved in the end or not? (the end result)

## Example of User Scenario

Its late night, Zainab (A busy Mom) needs to go to her office early in the morning. But before that she needs to order a Blue Princess dress for her daughter's first day at school. She took her Cell phone and searched for Barbie Frocks.

She clicked FrokLand from Google results and saw Princess Dress section. She ordered via WhatsApp number as it feels easier and quick. She hopes to get the items delivered by tomorrow.

## Example of User Scenario

Its late night, Zainab (Busy Mom) needs to go to her office early in the morning. But before that she needs to order a Blue Princess dress for her daughter's first day at school. She took her Cell phone and searched for Blue Frocks. She clicked a link from Google results and saw Princess Dress section. She didn't find the material of the dress as its very hot outside, she wants to make sure its cotton. Emailing the support won't help as she needs it urgent. Late night, nobody is going to pick up support phone. Her problem is not solved