

STRENGTH IN SCENARIOS

getting meaningful user feedback on designs



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**WHAT WILL YOU LEARN
IN THE NEXT 75 MINUTES?**

BUT FIRST, WHO ARE WE?



MENLO
innovations

WHAT IS A SCENARIO TO YOU?

OUR DESIGN PROCESS

Potential User
Observations &
Interviews

Define the
Problem &
Project Scope

Determine
Target Users
(Persona Map)

→ Create
Conceptual
Designs

→ Design
Assessments
with Scenarios

→ Refine
Designs

SO WHAT DO WE MEAN BY SCENARIO?

A scenario is a story that provides the framework for getting user feedback on mockups or prototypes.

It follows a high-level workflow that is based on prior observations of target users.

CLIENT: MyWedding.com



YOUR PRIMARY PERSONA:



Kathleen Tober

52 years old

Homemaker in Dexter, Michigan

- Planning her youngest daughter's upcoming wedding
- Embarrassed because she doesn't understand much about computers
- Worried about keeping track of wedding planning while traveling on vacations

WHAT A DESIGN ASSESSMENT MIGHT LOOK LIKE

WHEN CREATING A SCENARIO

- Decide what features you want feedback on
- Use realistic data
- Avoid using overly similar language to what's in the designs (it defeats the purpose!)
- One scenario can cover several features
- Scenarios present the opportunity for the user to work across tasks

WHEN USING A SCENARIO

- Keep it short
- It's just a guideline: "Make mistakes faster"
- Answer questions with questions like:
 - "What would you expect?"
 - "How do you do it now?"
- Use the same scenario across contrasting design concepts

NOW YOU TRY IT!

Using the provided designs,
let's try writing a scenario

NOW YOU TRY IT!

Got your scenarios?
Now you'll practice using them!

Decide who wants to play what role:

- Kathleen, the user
- the “CPU”, the person delivering the scenario
- the “DVR”, the person taking notes

WHAT THOUGHTS AND QUESTIONS DO YOU HAVE?

thank you for coming to

STRENGTH IN SCENARIOS

GET IN TOUCH WITH US!



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