

User Interface Design

COMP1650

Scenarios

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Learning Outcomes

The activities and content in this lecture are linked to the learning outcome

- C. Apply the principles, concepts and models of user-centred design methods to the development and evaluation of interactive system interfaces;

Scenarios

“A scenario is a plausible description of the future based on a coherent set of assumptions.....a **goal-directed scenario** is a textual description of a persona’s interaction with the future product or service.”

(Goodwin, 2009)

What are user scenarios?

“A **user** scenario describes a basic story of an **action (or activity)** or a **goal** that a user wants to accomplish.” (Interaction Design Foundation, 2017)

Why user scenarios in UID?

- Communication of ideas about user actions
- Formalising ideas and applying creative approaches to ideas
- Provide user focus - scenarios outline what users want/need
- Capture key interaction and not all possible interactions
- Linked to personas, how would you user personas walk through a particular scenario?

What is a scenario?

Most user stories include:

- A setting or specific situation;
- One or more *personas*;
- A motivating goal or objective;
- A description of a *personas* actions and any system behaviours or actions evident to that persona from the beginning of a task to completion.

Scenarios realise the value of *personas*. *Personas* without scenarios are like actors without a plot.

What is a scenario cont.?

A scenario....

- has a beginning and an end
- describes the world from a personas point of view and the world a user will see (it does not describe what a system does “behind the scenes”)
- consists of a sequence of events
- describes the future not the present!

Types of scenarios

- **Context Scenarios** - used early on for defining requirements. Can be fairly high-level and optimistic.
- **Key path scenarios** - refined iterations of context scenarios. Describe the flow through major functional elements. Can range from high-level to detailed and develop over time through iteration.
- **Validation scenarios** - informal “what if” scenarios to validate different designs.

Scenarios during the UID process

- **Ideation** - used to discuss and explore different ideas
- **Iteration**- e.g. to refine an existing product or service. Can use scenario maps to create product iterations
- **Usability testing** - provide information which areas of a UI are important and provide guidance how usability testing can be done

Scenarios are generative and evaluative!

Context Scenario Example

“After a long meeting, Anne pulls out her Persona Assistant to note a couple of items she needs to follow up on, confirm the location of her next meeting, and see if anything important has come up in the last hours.”

Requirements

- Ability to enter text
- Ability to track appointments
- Ability to see a list of message
- Portable form factor

Scenarios Summary

- Scenarios go hand in hand with personas;
- Design tool that can be used throughout various stages of the design process e.g. requirements, ideation and evaluation;
- Can be used as shared representation for communication, iteration and documentation

References

- Adlin, T. and Pruitt, J. (2010). The Essential Persona Lifecycle: Your Guide to Building and Using Personas. Morgan Kaufmann Publishers Inc., San Francisco, CA, USA
- **Goodwin, K. (2009). Designing for the Digital Age: How to create Human-Centered Products and Services. John Wiley & Sons.**

