

About this activity:

A scenario is a written story that explains how a person will use a product, service or system to achieve a goal.

Before Starting This Activity:

Required: Participants should have an understanding of a topic, built off contextual research.

Preparation: None

Activity Details:

 Is an individual and/or group activity

 Takes 15 - 20 min

 Materials required:
 · 8.5 x 11 Paper
 · Sharpie Markers
 · Post-It Notes

1 Identify the people who will be using the system. Create a persona page for each distinguishable user.

- What are their names?
- Where do they work?
- What level of technical experience do they have?
- What level of technical competence can you assume with this system?
- Do they have any physical or cognitive limitations?

Name	
_____	Distinguishing Characteristics

2 Identify the starting state / context. List as many details as possible.

- Where will the people using your system be, physically, when they encounter it?
- Will the people using your system have any other limitations because of there they are at?
- What state is the actual product or service in when they first acknowledge it?

Name	
_____	Distinguishing Characteristics

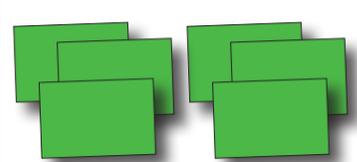
_____	Context / Starting State

3 List the goals the user may have, as they pertain to your product or service. Put each goal on a post-it note.

- A goal is about a fundamental want, need, or desire that is presently unattained.
- Goals rarely change, even when technology evolves.
- List as many goals as you can think of.

Name	
_____	Distinguishing Characteristics

_____	Context / Starting State

User Goals	
	

4 Prioritize the goals, based on your understanding of your users.

Stack rank the goals, putting them in order from “most important to achieve using this system or service” to “least important to achieve using this system or service.”

Name	
_____	Distinguishing Characteristics

_____	Context / Starting State

User Goals	
	

5 On a separate piece of paper, craft a narrative that explains how a person will use your system to achieve their goals.

- Don't try to achieve all of the goals in a single epic story; instead, create multiple stories, one for each goal.
- Keep the conversation at a high, behavioral level, rather than a low user interface level.

A Good Scenario:

Fred grabs his phone. He opens the beer-finding App., and locates a beer nearby. He chooses to have it delivered, enters his payment information, and completes his order.

A Good Scenario:

- Acts as a bridge between an initial design idea and a solution
- Advances the fidelity of an idea
- Stands on its own, without explanation
- Does not prescribe interface elements in any great detail
- Includes a rich description of a person
- Includes a rich description of a goal