

Workshop

Concept Development

Lecturer: Alexander Wiethoff

Tutorials and Organization: Hanna Schneider

External Lecturer: Kalle Kormann-Philipson (INNUID)

Industry Partner: IXDS Munich

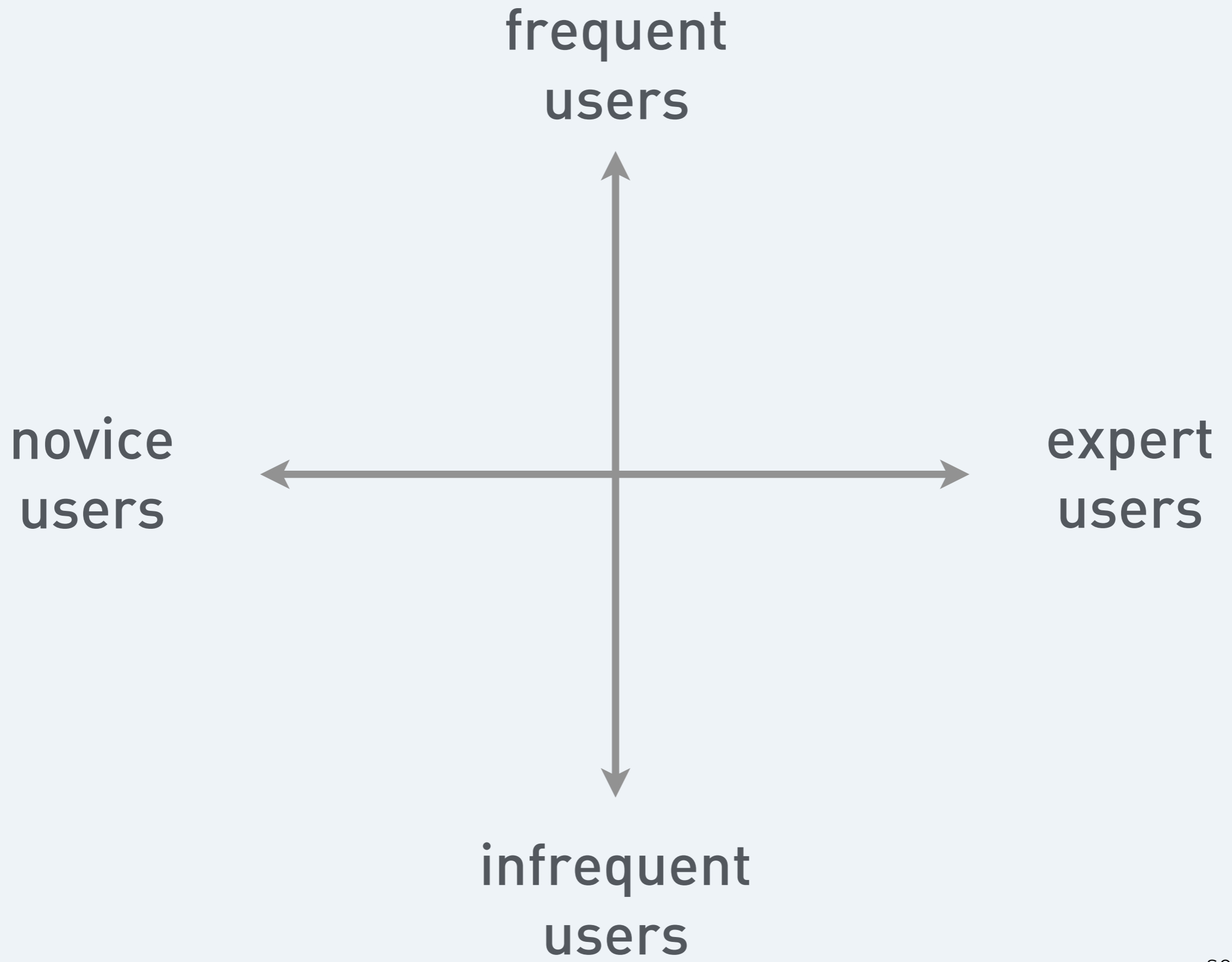


Agenda Day 5

9:15 - 10:15	Elevator Pitch
10:15 - 11:00	Personas & Scenarios
11:00 - 12:30	Breakout Session
12:30 - 13:00	Break
13:00 - 13:15	Storyboards
13:15 - 15:00	Breakout Session
15:00 - 17:00	Mid Review



Personas





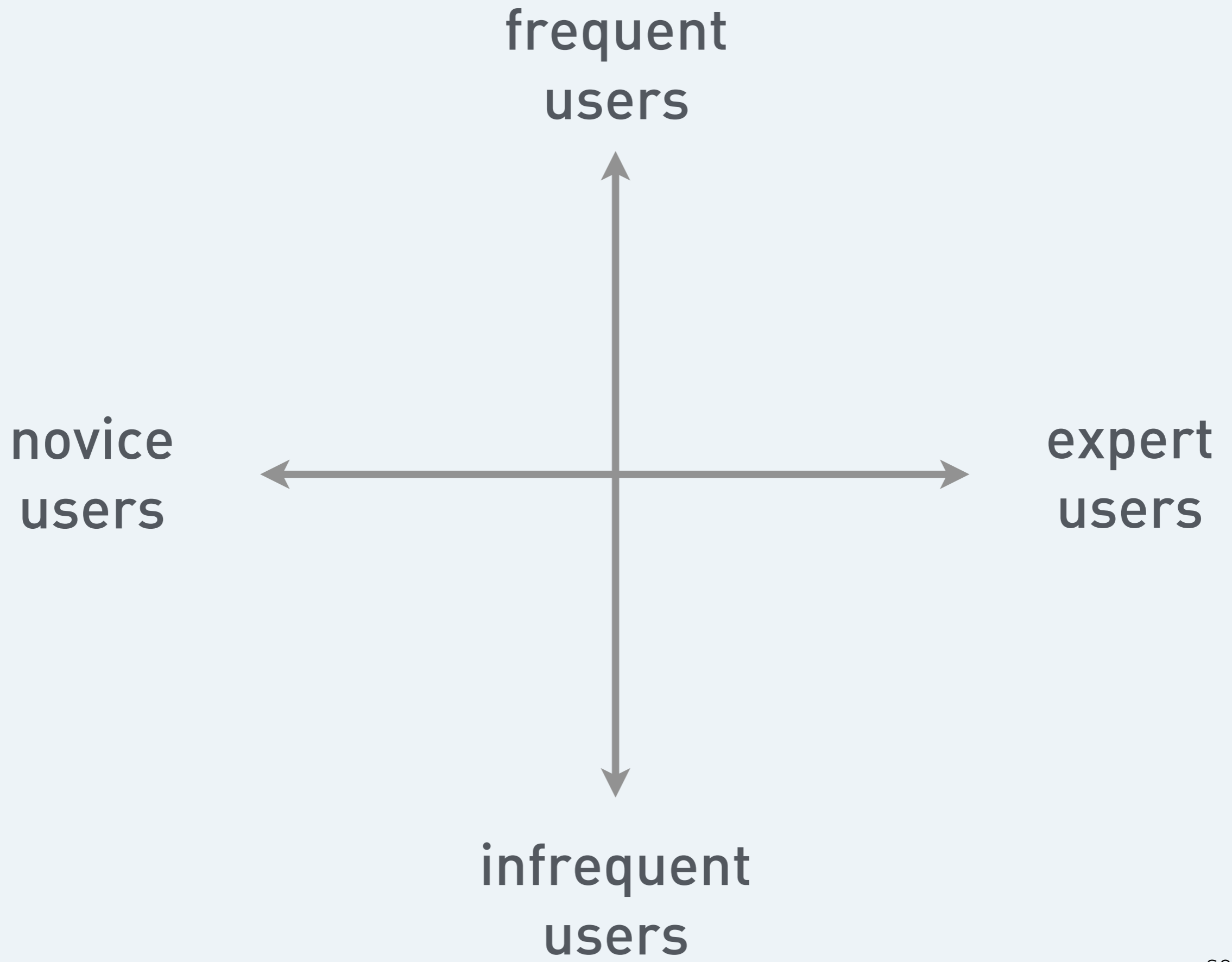
Audi A4 Series Cockpit

<http://www.audicomparisons.com/wp-content/uploads/2013/10/2014-Audi-A4-interior.jpg>



Audi R15 Racing Cockpit

http://2.bp.blogspot.com/_SM9A_sqVGgM/S9XON6I_WtI/AAAAAAAAADww/HcrQgfpuHgl/s1600/Audi+R15+Plus+Cockpit.jpg



Different, usage contexts, user types
and usage frequency will require
dedicated solutions.

Scenarios

FÜNFTER AUFZUG
Erste Szene

MACBETH, Zimmer im Schloss
Es tritt auf ein Arzt und eine Kammerfrau
Ich habe ich nun mit Euch
Eurer Aussage geseh?

Arzt: Seine Majestät in der
aus ihrem Bett
Kammerfrau: Wie sie aus ihrem Bett
legte, schrieb, dass
wieder zu Bett.

Arzt: Die Natur, die
Geschäfte
aufregt, und zugleich die
Geschäfte
Tun, was,
In dieser schlafenden
Zerrüttung der Natur, die
Schlafschlaf.

Arzt: In dieser schlafenden
Zerrüttung der Natur, die
Schlafschlaf.

Arzt: Weder Euch noch irgend jemand
meine Aussage zu bekräftigen
eine Kerze in der Hand

Arzt: Hört Ihr
sie nun? - Nichts mehr
du verdirbst alles
Kammerfrau: Gott sei
Lady Macbeth: Wohlgerüche
wohlriechend machen
Arzt: Was das für ein
beladen.
Kammerfrau: Ich
tragen, nicht für
Arzt: Gut, gut!
Kammerfrau: Diese
Kunst: über
umher

Arzt: Hört Ihr
sie nun? - Nichts mehr
du verdirbst alles
Kammerfrau: Gott sei
Lady Macbeth: Wohlgerüche
wohlriechend machen
Arzt: Was das für ein
beladen.
Kammerfrau: Ich
tragen, nicht für
Arzt: Gut, gut!
Kammerfrau: Diese
Kunst: über
umher

Arzt: Hört Ihr
sie nun? - Nichts mehr
du verdirbst alles
Kammerfrau: Gott sei
Lady Macbeth: Wohlgerüche
wohlriechend machen
Arzt: Was das für ein
beladen.
Kammerfrau: Ich
tragen, nicht für
Arzt: Gut, gut!
Kammerfrau: Diese
Kunst: über
umher

Scenarios

What?

A scenario is a story about someone (usually your users) using whatever is being designed to carry out a specific task or goal.

Scenarios

Why?

Creating a scenario sets you into the users position and helps you to understand and the user's experience.

Scenarios

Guidelines

Scenarios can be very detailed, all the way to very high level but should at least outline the **'who'**, **'what'**, **'when'**, **'where'**, **'why'**, and **'how'** of the usage.

In the end it has to be a story that let the reader understand and engage with the user and the proposed solution.

Scenarios

Concept Development Scenarios

Team

1. Choose a scenario

Take one of your key tasks/features that your users will be doing/using and answer the following questions: What must someone do to be able to use the proposed feature? What are the really key tasks from a user and business perspective?

For example, for an ecommerce website you might use buying an item as a scenario. Note down some context for the scenario. For each scenario that you map out it's important to consider and make a note of the: **who; what; where; why;** and **how often** of the scenario. For each step you'll want to capture the following on different post-it notes use notation such as '(s)' for a step and '(q)' for questions to distinguish the different types of information: What the user does.

Remember to focus on what happens, not necessarily how it happens. For example, Paul brings up a larger image of a bouquet of flowers that he thinks his Mum would like.

Any comments or information that you feel is important at this step. For example, you might want to make a note that there might be alternative images available for a bouquet of flowers, such as a front and side shot.

Any questions or assumptions that arise are this step that you'll want to resolve. For example, will the images for flowers all be the same size and aspect ratio?

Any ideas or good suggestions that people have. For example, it would be good to allow Paul to zoom in on an image so that he can see the bouquet of flowers in more detail.

2. Map the scenario

Use Post-its to map out each step horizontally, from left to right and details, such as comments, ideas and suggestions vertically below the associated step. It's important to stick steps at the top so that someone can follow the scenario by reading the top row left to right. Initially you want to keep the steps relatively high-level but each iteration should reveal more details.

3. Iterate



Paul - the online student
Ordering flowers for his Mum's birthday

Paul navigates to
flowersrus.com

Paul selects the
birthday flowers
option in the
menu

Paul filters the
flowers shown by
price. He can't
afford more than
£25

Paul selects a
bouquet of
Freesias that he
thinks his Mum
will like

Paul takes a look at
the information for the
Freesias, including
whether delivery is
possible before his
Mum's birthday

4. Capture your Scenario

BREAKOUT SESSION 5

11:00-12:30

gather back at **13:00**