



MIS 3504

Digital Design and Innovation Studio

10: CREATING A PERSONA, STORY +
PROTOTYPING

Rich Flanagan / James Moustafellos

Photo: Installation by Jenny Holzer, US Pavillion, Venice Biennale 1990

No in class **exam review**

Questions for the CLIENT



In class **Use Case review**

Use Case Template

Project Name:

Project ID:

Executive Sponsor:

Project Manager:

Business Analyst:

1 Feature Name (Example: ATM Transaction)

1.1 Use Case(s)



| | | | |
|------------------------|--|----------------------------|--|
| Use Case ID: | Enter a unique numeric identifier for the Use Case. e.g. UC-1.2.1 | | |
| Use Case Name: | Enter a short name for the Use Case using an active verb phrase. e.g. Withdraw Cash | | |
| Created By: | | Last Updated By: | |
| Date Created: | | Last Revision Date: | |
| Actors: | [An actor is a person or other entity external to the software system being specified who interacts with the system and performs use cases to accomplish tasks. Different actors often correspond to different user classes, or roles, identified from the customer community that will use the product. Name the actor that will be initiating this use case (primary) and any other actors who will participate in completing the use case (secondary).] | | |
| Description: | [Provide a brief description of the reason for and outcome of this use case.] | | |
| Trigger: | [Identify the event that initiates the use case. This could be an external business event or system event that causes the use case to begin, or it could be the first step in the normal flow.] | | |
| Preconditions: | [List any activities that must take place, or any conditions that must be true, before the use case can be started. Number each pre-condition. e.g. 1. Customer has active deposit account with ATM privileges 2. Customer has an activated ATM card.] | | |
| Postconditions: | [Describe the state of the system at the conclusion of the use case execution. Should include both <i>minimal guarantees</i> (what must happen even if the actor's goal is not achieved) and the <i>success guarantees</i> (what happens when the actor's goal is achieved. Number each post-condition. e.g. 1. Customer receives cash 2. Customer account balance is reduced by the amount of the withdrawal and transaction fees] | | |

Normal Flow:

[Provide a detailed description of the user actions and system responses that will take place during execution of the use case under **normal, expected** conditions. This dialog sequence will ultimately lead to accomplishing the goal stated in the use case name and description.

1. Customer inserts ATM card
2. Customer enters PIN
3. System prompts customer to enter language performance English or Spanish
4. System validates if customer is in the bank network
5. System prompts user to select transaction type
6. Customer selects Withdrawal From Checking
7. System prompts user to enter withdrawal amount
8. ...
9. System ejects ATM card]

Variations:
[Alternative Flow 1 – Not in Network]

[Document **legitimate** branches from the main flow to handle special conditions (also known as extensions). For each alternative flow reference the branching step number of the normal flow and the condition which must be true in order for this extension to be executed. e.g. Alternative flows in the *Withdraw Cash* transaction:

- 4a. In step 4 of the normal flow, if the customer is not in the bank network

1. System will prompt customer to accept network fee
 2. Customer accepts
 3. Use Case resumes on step 5
-
- 4b. In step 4 of the normal flow, if the customer is not in the bank network
 1. System will prompt customer to accept network fee
 2. Customer declines
 3. Transaction is terminated
 4. Use Case resumes on step 9 of normal flow

Note: Insert a new row for each distinctive alternative flow.]

Exceptions:

[Describe any anticipated **error conditions** that could occur during execution of the use case, and define how the system is to respond to those conditions. e.g. Exceptions to the Withdraw Case transaction

- 2a. In step 2 of the normal flow, if the customer enters and invalid PIN
 1. Transaction is disapproved
 2. Message to customer to re-enter PIN
 3. Customer enters correct PIN
 4. Use Case resumes on step 3 of normal flow]

Each team **create the Use
Cases you will need**

00:20 min

Constructive Feedback

- Use our four evaluation criteria
- Ask open-ended questions and follow-up on the answers
- Ask why, what, when, where, who and how
- Set a positive, helpful tone
- Identify weaknesses, discuss them and then suggest improvements
- Identify strengths, discuss them, and then offer extensions
- Use all your time

Evaluation DIMENSIONS

1 How well does it solve the client's problem?

a?

b?

c?

Your questions should generate constructive criticism and suggestions for improvement.

2 How complete is it?

a?

The number of questions for each dimension is up to each team and should represent relevant information needed.

3 How correct is it?

a?

4 How appropriate is it?

a?

This week focus your heuristic review on their Use Cases, Scenario and prototype

1st team presents

Team Pairs: 2 / 4 / 6 / 8

00:15 min

2nd team presents

Team Pairs: 1 / 3 / 5 / 7

00:15 min

Next Week, Bring:

1. Your data in JIM's Data Masters function
2. Your second working prototype

DOCUMENT your SCENARIO
in JustinMind

Justinmind Scenarios

The screenshot displays the Justinmind Prototyper interface. The main workspace shows a scenario flowchart for a login process:

- Logon Screen** (represented by a document icon) leads to **User Logon** (represented by a gear icon).
- User Logon** leads to a **Valid Logon** decision point (represented by a diamond icon).
- From the **Valid Logon** decision point, two paths emerge:
 - A **No** path leads to an **Error Screen** (represented by a document icon).
 - A **Yes** path leads to the **Home Page** (represented by a document icon).

The interface includes several panels:

- Components:** Lists generic elements like Action, Screen, and Decision.
- Screens:** Lists Screen 1, Screen 2, and Screen 3.
- Scenarios:** Shows the current scenario named 'default'.
- Outline/Navigator:** Provides a hierarchical view of the scenario elements: default > Logon Screen > Valid Logon > User Logon > Home Page > Error Screen.
- Comments:** A table for adding feedback.

| ID | Author | Created | Comment |
|----|--------|---------|---------|
| | | | |
| | | | |
| | | | |
| | | | |

A well done scenario

Comments

By: Marcelo Blaz at: 14/06/12 15:51

A success alert message alert should pop-up to the user.

By: Marcelo Blaz at: 14/06/12 15:51

After user inputted all valid information and click the save button, system must persist all new user information on a database.

By: Marcelo Blaz at: 14/06/12 15:50

System must show editable fields of all data inserted before by the user and validate any new information typed.

By: Marcelo Blaz at: 14/06/12 15:40

System must validate if user login info is valid. If it is, system should open the view/edit subscriber data information page.

By: Marcelo Blaz at: 14/06/12 15:39

If the user clicks on Subscriber Login, a new page containing a Email and Password field must open and the system must validate the entered data.

By: Marcelo Blaz at: 14/06/12 15:39

A success alert message alert should pop-up to the user.

By: Marcelo Blaz at: 14/06/12 15:37

After user inputted all valid information and click the save button, system must persist user information on a database and use persisted data to collect actual mailing list and statistics.

By: Marcelo Blaz at: 14/06/12 15:35

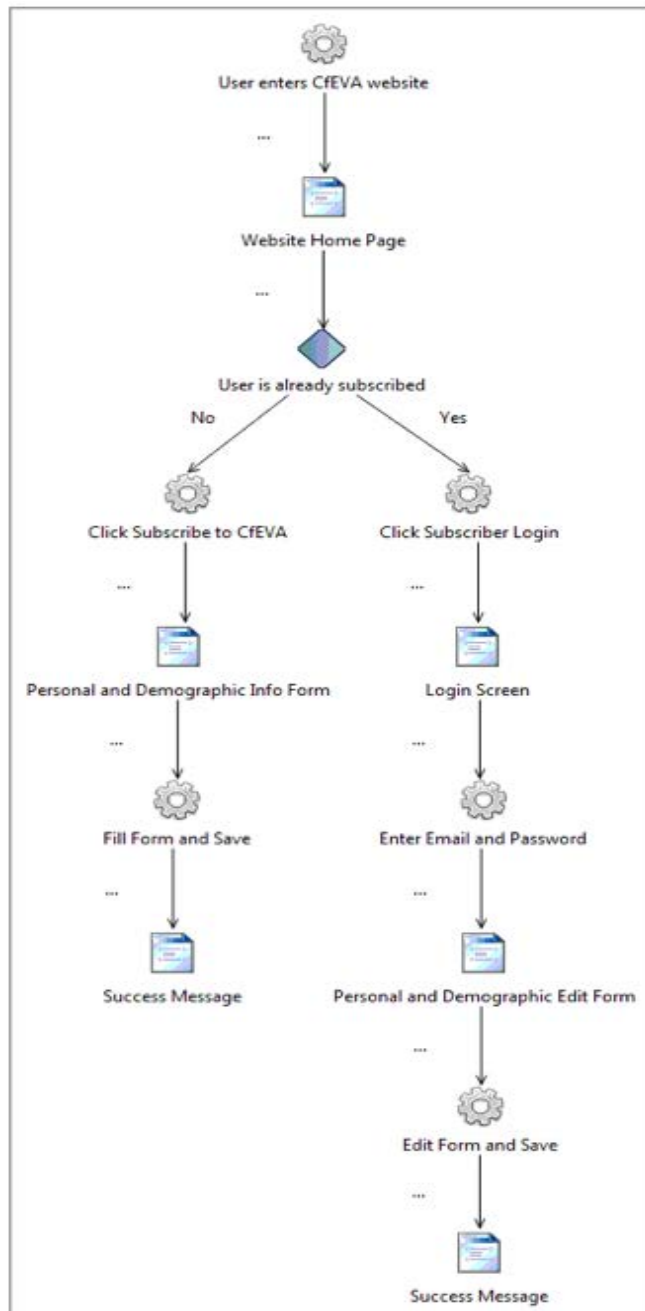
User must be able to fill all information related to personal data, interests and demographic information and the system must validate required fields.

By: Marcelo Blaz at: 14/06/12 15:30

If user selects to subscribe to CfeVA, a new page containing the fields for personal and demographic information must open.

By: Marcelo Blaz at: 14/06/12 15:02

User must be able to select, on CfeVA website home page, if he wants to subscribe to CfeVA or Login (in case he already has a subscription)



Part 1:

Develop a **Heuristic Review**

Each team should work together to develop a review heuristic covering the five review dimensions to assess the other team's work.

Create a general assessment framework in outline form with questions you would ask yourself about the other team's project.

00:15min

Constructive Feedback

- Use our four evaluation criteria
- Ask open-ended questions and follow-up on the answers
- Ask why, what, when, where, who and how
- Set a positive, helpful tone
- Identify weaknesses, discuss them and then suggest improvements
- Identify strengths, discuss them, and then offer extensions

Evaluation DIMENSIONS

1 How well does it solve the client's problem?

a?

b?

c?

Your questions should generate constructive criticism and suggestions for improvement.

2 How complete is it?

a?

The number of questions for each dimension is up to each team and should represent relevant information needed.

3 How correct is it?

a?

4 How appropriate is it?

a?

This week focus your heuristic review on their Use Cases, Scenario and prototype

Part 2:

Review **PROCESS**

Teams pair up as assigned

Each scenario review is 25 minutes long

In that time, the team must present their scenario and answer the reviewing team's questions.

Reviewers must listen carefully and take detailed notes. **All team members take review notes.** Your notes should reflect your observations, critiques and assessment of what they showed you and the answers given to your questions.

USE ALL THE TIME YOU ARE GIVEN

00:20 min

1st team presents

Team Pairs: 1 / 3 / 5 / 7

00:15 min

2nd team presents

Team Pairs: 2 / 4 / 6 / 8

00:15 min

What is a PERSONA



PERSONAS are:

- 1. Archetypal people involved with a product or service**
- 2. More than just a “USER” – specific people**
- 3. Devised from OBSERVING and TALKING to people**
- 4. A composite of many people**

From SAFFER: Designing for Interaction

Personas:

TOOLS for understanding
and communicating

USER behaviors, needs,
desires, contexts

CREATING PERSONAS:

1. OBSERVE and TALK to people
2. Find a common set of behaviors or motivations to use as a basis
3. Give the persona a name/picture/basic demographic data

4. Then make them **REAL**

Age
Occupation
Location
Marital status
Children
Income
Education
Hobbies
Defining characteristics
A quote



LUKE SAMAJ

age: 31 years old
 occupation: watch vendor
 subway & bus
 The system is his store.
 location: North Philly

- 5:00 AM. wake up
- 5:45 AM. leave house & walks to bus stop
20 minute bus ride
- 6:15 A.M. arrive + go to subway
- 6:25 A.M. subway arrives
10 minute subway ride
- 6:35 A.M. arrives at Suburban
set up booth
- 7:00 A.M. opens his watch shop



WAKE UP
5:00 am

very tired!!!

Leaves out
at 5:35 am

taking
the bus

the 3
bus stop
5:45

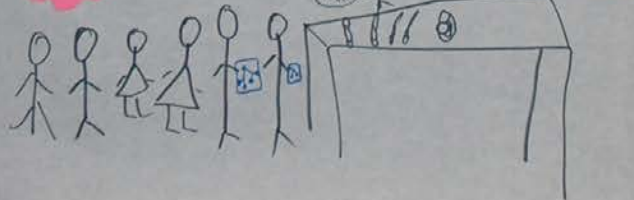
waiting
for
bus

Sub-way
6:25 it
arrives
10 min Ride

20min
bus ride
6:05
exit to enter
the sub-way

Now at City Hall
he sets up
work shop 6:35 to 7:00

He sets up where
the most people
are gathered





What is a SCENARIO



Ask

Watch

Learn

Try

Scenarios

HOW: Illustrate a character-rich story line describing the context of use for a product or service.

WHY: This process helps to communicate the essence of the product idea within a probable context of use.

Designing a community website, the IDEO team drew up scenarios to highlight the ways particular design ideas served different user needs.

Use Cases & Scenarios

First, you brainstormed some **ideas** about how to solve your problem.

Next, you drew a **Use Case Diagram** that summarized the interactions of your solution.

Then you specified what some of those interactions looked like (**Use Cases**).

Now it's time to tell your solution's **story** to the world .

Your Scenarios are the plot of your story.

Your Personas are your protagonists.

POTENTIAL STORYBOARD



Meet Joe Smith!

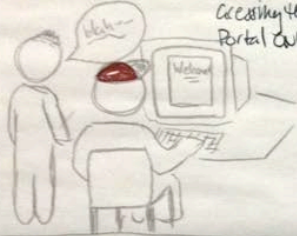
He is unemployed & never went to college.



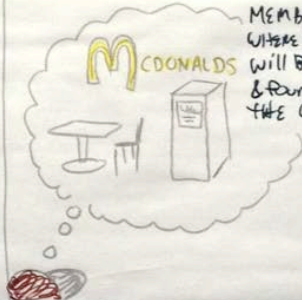
He lives in North Philly with his wife and two kids.



At church his Pastor explains about system - INVITES MEMBERS DOWNSTAIRS TO SIGN UP & RESUME WORKSHOP



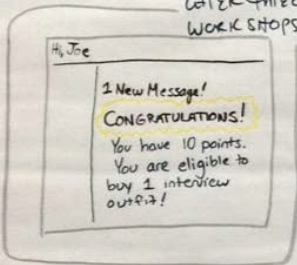
Joe signs up & IS WALKED THRU ACCESSING THE PORTAL ONLINE



MEMBER EXPLAINS WHERE JOBS WILL BE LOCATED & FOUND AROUND THE CITY

How to Write a Resumé...

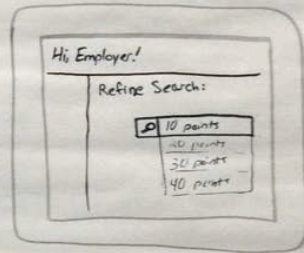
Joe attends RESUME WORKSHOP



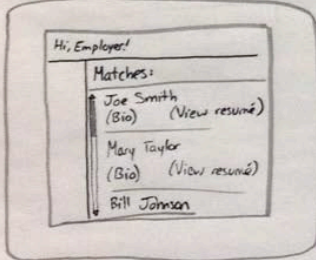
AFTER THREE WORKSHOPS...



EMPLOYER RECEIVES EMAIL ABOUT OPPORTUNITY & RECOGNIZES TAX BREAK INCENTIVE & REWARDS NEW BUS BODY



10 POINTS



Employer interviews Joe, who has a new resumé & impressive interview clothes.



Joe gets the job!

IMAGINE

your design concepts

IN USE

Team **work session**

Process

1. What **IDEAS** did you propose during Brainstorming?
2. Who are your affected stakeholders?
Create a PERSONA
3. How will they **USE** your solution
Create a SCENARIO
4. **SHOW US HOW IT WORKS**
MAKE A PROTOTYPE

Persona Definition



“A quote...”

Defining characteristics

Hobbies

Age
Occupation
Location
Marital status
Children
Income
Education

Step 1:
**AS A TEAM use
powerpoint to quickly
develop a PERSONA of
your user.**

15 MINUTES

Step 2:

**AS A TEAM write/draw your
SCENARIOS**

WHAT is your persona DOING?

Use your use cases or add new ones

WHEN/WHERE/HOW is your solution being used

20 MINUTES

Part 1:

Develop a **Heuristic Review**

Each team should work together to develop a review heuristic covering the five review dimensions to assess the other team's work.

Create a general assessment framework in outline form with questions you would ask yourself about the other team's project.

00:15min

Constructive Feedback

- Use our four evaluation criteria
- Ask open-ended questions and follow-up on the answers
- Ask why, what, when, where, who and how
- Set a positive, helpful tone
- Identify weaknesses, discuss them and then suggest improvements
- Identify strengths, discuss them, and then offer extensions

Evaluation DIMENSIONS

1 How well does it solve the client's problem?

a?

b?

c?

Your questions should generate constructive criticism and suggestions for improvement.

2 How complete is it?

a?

The number of questions for each dimension is up to each team and should represent relevant information needed.

3 How correct is it?

a?

4 How appropriate is it?

a?

This week focus your heuristic review on their Use Cases, Scenario and prototype

1st team presents

Team Pairs: 1 / 3 / 5 / 7

00:15 min

2nd team presents

Team Pairs: 2 / 4 / 6 / 8

00:15 min

Next Week, Bring:

1. Your data in JIM's Data Masters function
2. Your second working prototype

Project Team Work Time

