MIS 3506

Digital Design & Innovation Studio

10/11: Creating a Persona, Story & Data Model

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Schedule:

- Today
  - Personas & Scenarios
  - Storyboarding
  - Data
- Class #2
  - Create a Persona
  - Create a Scenario
  - Data Masters

Final Project DELIVERABLES:

ELECTRONIC SUBMISSIONS via shared OWLbox folder

- Your scope document
- The working JIM prototype (VP File)
- The scenarios that your prototype represents (in VP File)
- Data masters or variables for all data fields on the prototype (in VP File)
- Business rules documented in a separate Word document
- Use Cases that your prototype represents in a separate Word document
- JIM Report as a Word Document
- PowerPoint Presentation

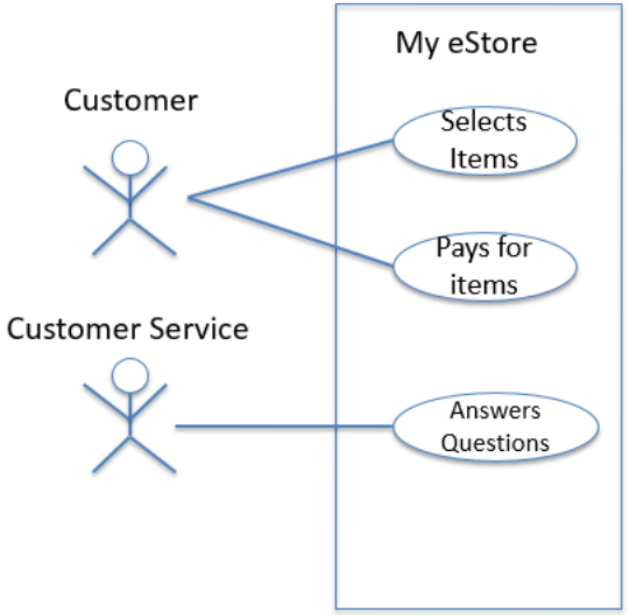
HARDCOPY SUBMISSIONS

- Your scope document
- JIM report on your prototype with all options turned on
- Your PowerPoint presentation (4 Hardcopies – 3 slides per sheet for each submitted the day of your presentation to distribute to reviewers)

Questions for the CLIENT?

What actions will your users perform using your solution?

The Use Case Diagram



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 SAFER: Designing for Interaction

Personas:
TOOLS for understanding and communicating
USER behaviors, needs, desires, contexts.

[Chris]

"I wouldn't be caught dead using moisturiser"

"I never buy after shave...I get it for Christmas"

"I read men's magazines sometimes, but I'd never buy one"

"I only really take vitamin C when I've got a cold"

"keeping fit isn't that important to me"

Ask Watch **Learn** Try

Character Profiles

HOW: Based on observations of real people, develop character profiles to represent archetypes and the details of their behavior or lifestyles.

WHY: This is a useful way to bring a typical customer to life and to communicate the value of different concepts to various target groups.

In order to understand different types of customers and how to target them, IDEO developed four characters for a pharmacy wanting to reach the male beauty-product market.

IDEO

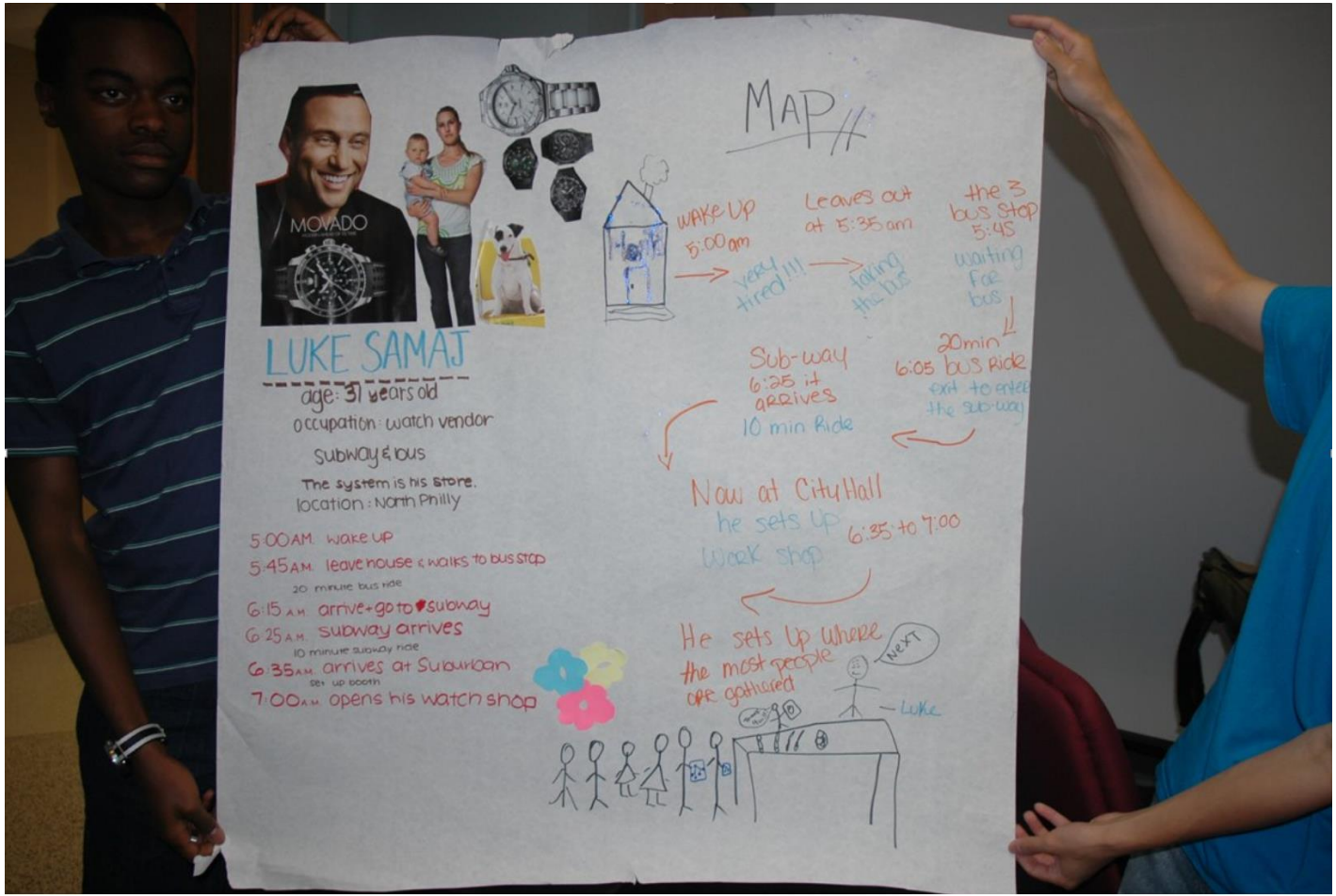
www.ideo.com

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

From SAFER: Designing for Interaction


MAP
MOVADO
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 A.M. 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
20min 6:05 bus Ride
exit to enter the sub-way
Sub-way 6:25 it arrives
10 min Ride
Now at City Hall
he sets up Work shop
6:35 to 7:00
He sets Up where the most people are gathered
NEXT
Luke

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.

IDEO

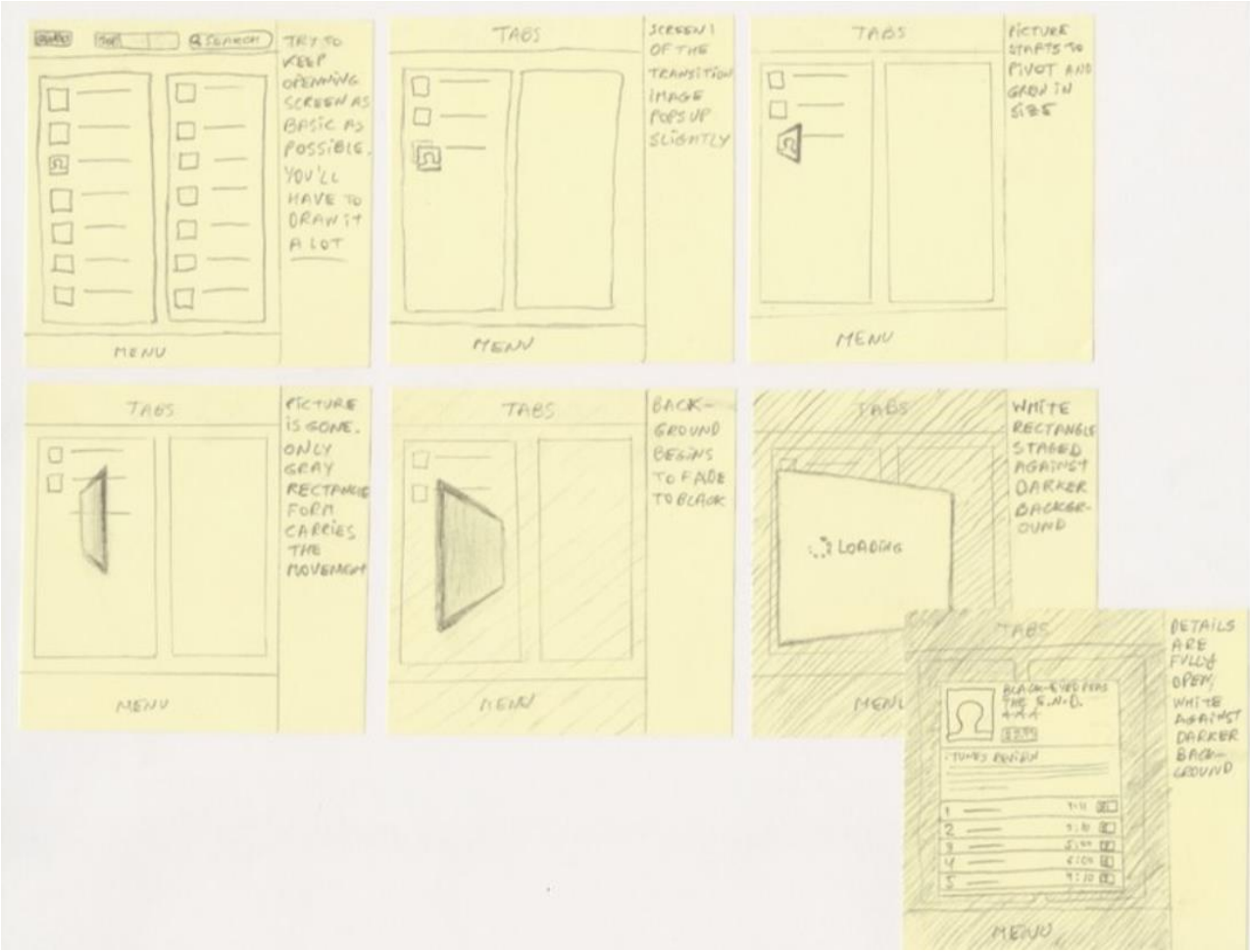
www.ideo.com

Use Case & 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 your specified what some of those interactions looked like (Use Cases).
- Now its time to tell your solution's story to the world.

Your scenarios are the PLOT of your story.

Your personas are your PROTAGONISTS.


TRY TO KEEP OPENING SCREEN AS BASIC AS POSSIBLE. YOU'LL HAVE TO DRAW IT A LOT
MENU
TABS
SCREEN 1 OF THE TRANSITION IMAGE POPS UP SLIGHTLY
MENU
TABS
PICTURE STARTS TO PIVOT AND GROW IN SIZE
MENU
TABS
PICTURE IS GONE. ONLY GRAY RECTANGLE FORM CARRIES THE MOVEMENT
MENU
TABS
BACK-GROUND BEGINS TO FADE TO BLACK
MENU
TABS
WHITE RECTANGLE STARED AGAINST DARKER BACKGROUND
LOADING
MENU
TABS
DETAILS ARE FULLY OPEN, WHITE AGAINST DARKER BACK-GROUND
MENU

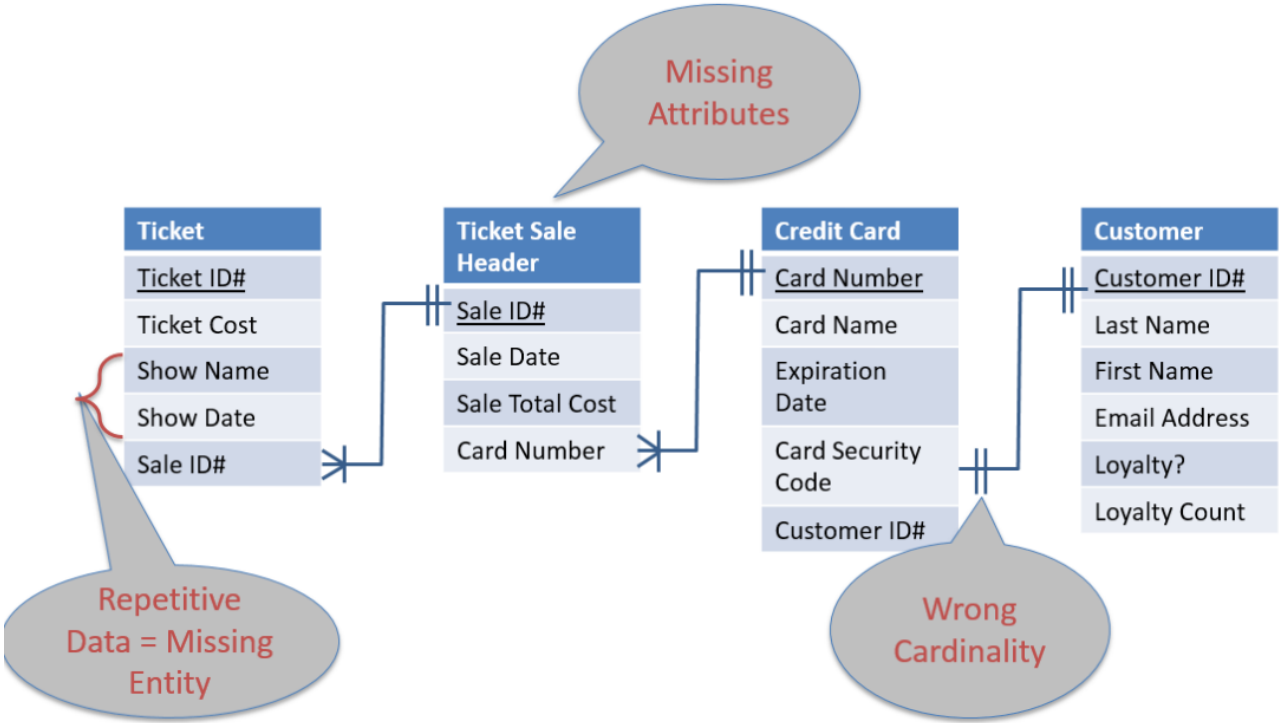
IMAGINE
your design concepts
IN USE

DATA

Understanding WHAT information the client will need the system to have to do their work

Schema for Night Owl Ticket Purchases

(Tickets are purchased by customers using credit cards)



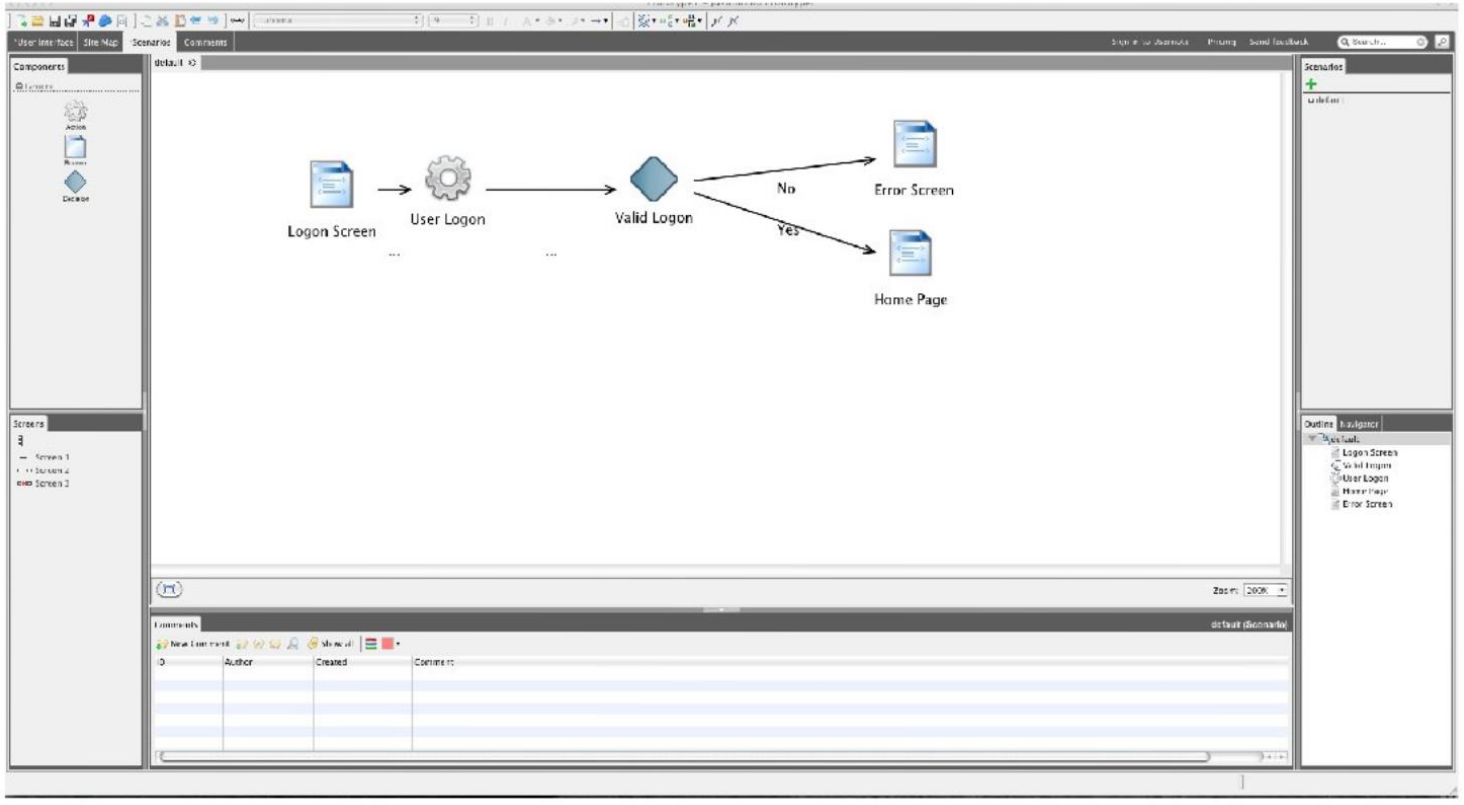
Data Modeling 101

1. A normal entity depicts one concept
2. Attributes should be cohesive, describing everything you need to know about the entity.
3. Get the right level of detail, it can significant impact your prototype
4. Use naming conventions for your entities & attributes. Be consistent.
5. The relationships between entities are conceptually identical to the relationships between objects.
6. Cardinality asks “how many” whereas optionality asks “whether you must have something.”

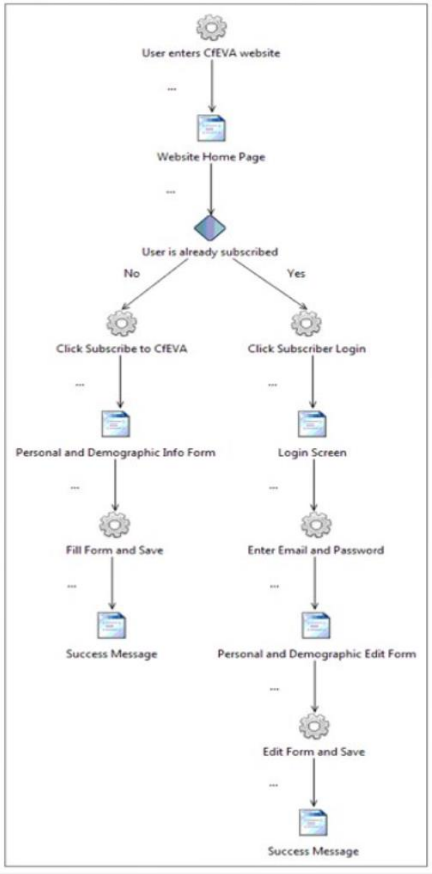
DOCUMENT your SCENARIO in JUSTINMIND

JUSTINMIND

JUSTINMIND Scenarios



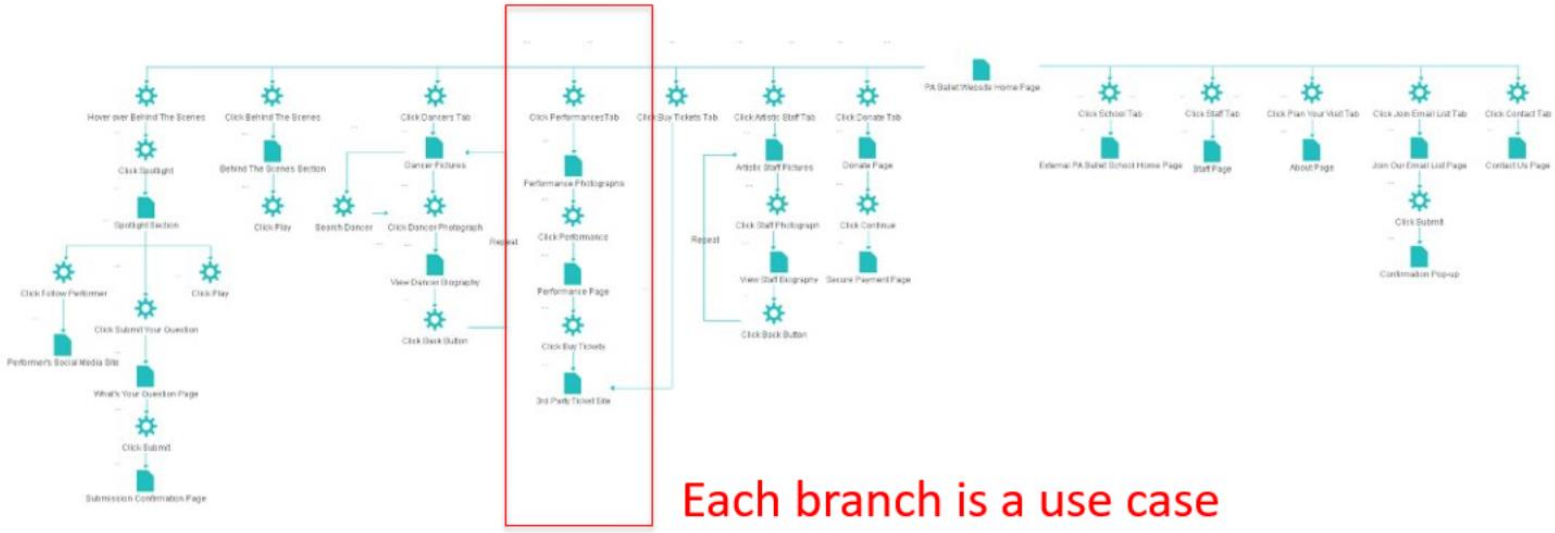
A well done scenario



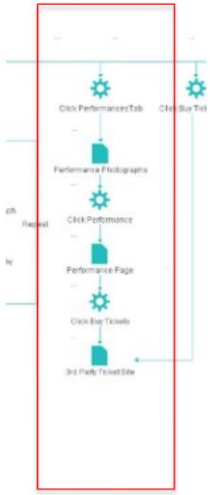
Comments

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)

Understanding a scenario and use cases



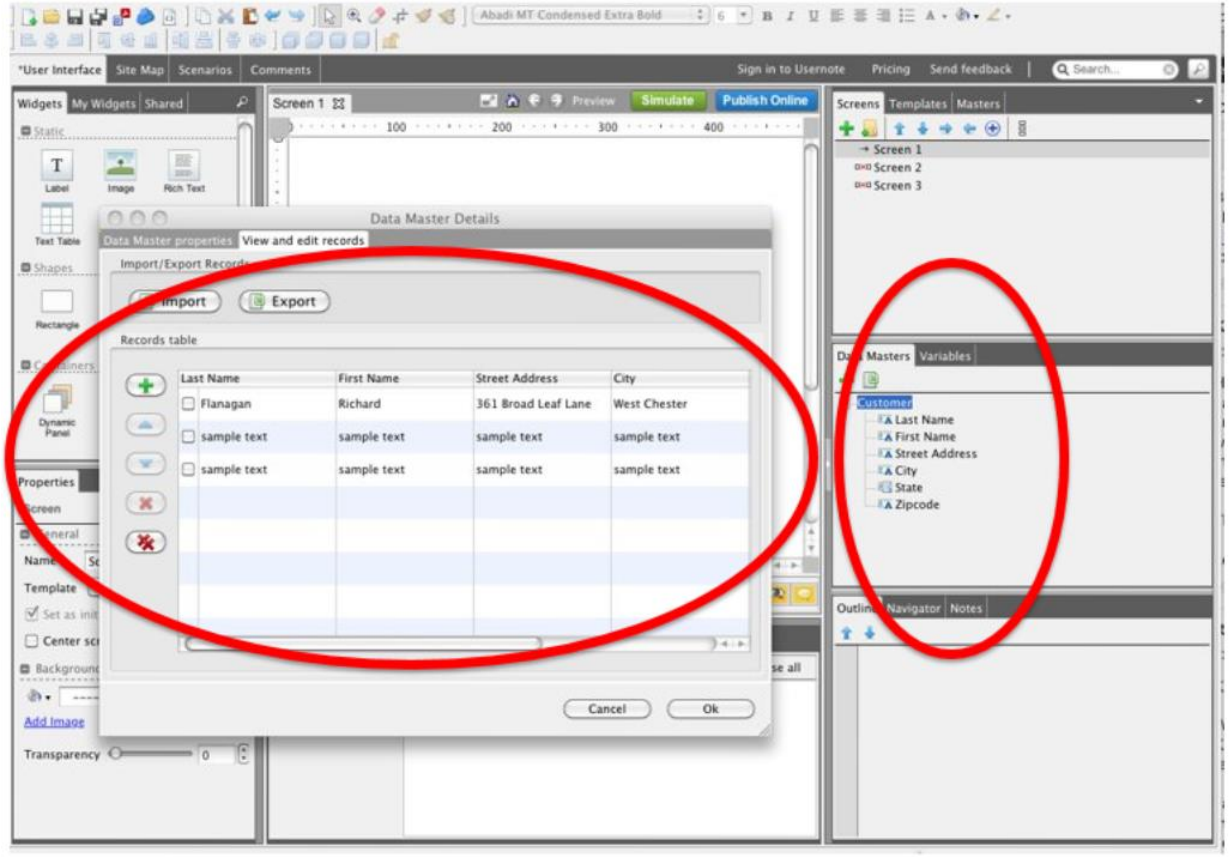
Understanding a scenario and use cases



1 View Performance Information

Use Case ID:	UC-1
Use Case Name:	View Performance Information
Actors:	**Primary**: Ballet Enthusiast | **Secondary**: Ticket Buyer
Description:	Allows actors to view performance artistic information, description, and photographs for the current season. Allows actors to view photographs of performances in past seasons. This page will allow the actor to know more about a performance.
Trigger:	Actor desires to know more about a season's performance(s) or desires to look at past seasons' photographs.
Preconditions:	1. Performance information and photographs are available on the website.
Postconditions:	1. Actor can view the performance information and photographs of the current season and photographs of past seasons.
Normal Flow:	1. Actor clicks "Performances" tab on the menu bar. 2. Actor hovers over a photograph to see performance name. 3. Actor clicks on performance photograph. 4. Actor is taken to the performance page with performance information.
Variations: [Alternative Flow 1 – Not in Network]	**Alternative Flow 1** 3. Actor clicks on performance photograph from a past season. 4. Actor is taken to a gallery of photographs taken from the performance. **Alternative Flow 2** 2. Actor types search item in the search bar. 3. Actor clicks "Go." 4. Actor clicks on performance photograph. 5. Actor is taken to performance page with performance information or, for past performances, is taken to a photograph gallery.
Exceptions:	3a. If a performance information and/or photographs are not uploaded 1. Actor will be see a "Coming Soon" on the performance page. 4a. If actor a past season's performance photographs or a current season's photograph is broken 1. Actor will see a broken image sign instead of the photograph.

DATA in Justinmind



Class 2, bring...

1. Your scenario in Justinmind
2. Your personas
3. Your data schema
4. Your prototype

Use Case Template

Project Name:

Project ID:

Executive Sponsor:

Project Manager:

Business Analyst:

1. Feature Name (Ex: 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 *minimal guarantees* (what must happen even if the actor's goal is not achieved) and the *success guarantees* (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]		

	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]

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 SOLUTION
4. SHOW US HOW IT WORKS! MAKE A PROTOTYPE

Persona Definition

- Age
- Occupation
- Location
- Marital Status
- Children
- Income
- Education

- "A quote…"
- Defining characteristics
- Hobbies

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 person DOING?

Use your use cases or add new ones.

WHEN/WHERE/HOW is your solution being used?

20 MINUTES

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

In class– USE CASE/PROTOTYPE/SCENARIO REVIEW

Evaluation DIMENSIONS

1. How well does it solve the client's problem?
    a) ...?
    b) ...?
    c) ...?
2. How complete is it?
    a) ...?
3. How correct is it?
    a) ...?
4. How appropriate is it?
    a) ...?

Your questions should generate constructive criticism and suggestions for improvement.

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

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

Next week, bring . . .

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