MIS 3504
Digital Design and Innovation Studio

10: CREATING A PERSONA, STORY + PROTOTYPING

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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)

<table>
<thead>
<tr>
<th>Use Case ID:</th>
<th>Enter a unique numeric identifier for the Use Case. e.g. UC-1.2.1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Case Name:</td>
<td>Enter a short name for the Use Case using an active verb phrase. e.g. Withdraw Cash</td>
</tr>
<tr>
<td>Created By:</td>
<td>Last Updated By:</td>
</tr>
<tr>
<td>Date Created:</td>
<td>Last Revision Date:</td>
</tr>
</tbody>
</table>

**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]
### 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
<table>
<thead>
<tr>
<th>Exceptions:</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Describe any anticipated <strong>error conditions</strong> 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]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2a. In step 2 of the normal flow, if the customer enters and invalid PIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Transaction is disapproved</td>
</tr>
<tr>
<td>2. Message to customer to re-enter PIN</td>
</tr>
<tr>
<td>3. Customer enters correct PIN</td>
</tr>
<tr>
<td>4. Use Case resumes on step 3 of normal flow]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1. System will prompt customer to accept network fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Customer accepts</td>
</tr>
<tr>
<td>3. Use Case resumes on step 5</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>1. System will prompt customer to accept network fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Customer declines</td>
</tr>
<tr>
<td>3. Transaction is terminated</td>
</tr>
<tr>
<td>4. Use Case resumes on step 9 of normal flow</td>
</tr>
</tbody>
</table>

Note: Insert a new row for each distinctive alternative flow.
Each team **create the Use Cases you will need**
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. ....?

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.
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
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.
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
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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
“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”

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.
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

From SAFFER: Designing for Interaction
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 & walk to bus stop
  30 minute bus ride
- 6:15 AM: Arrive & go to Subway
- 6:25 AM: Subway arrives
  10 minute subway ride
- 6:35 AM: Arrives at Suburban
  Set up booth
- 7:00 AM: Opens his watch shop

WAKE UP 5:00 AM
Leaves out at 5:45 AM
the 3 bus stop 5:45
waiting for bus

Subway
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
Luk
What is a SCENARIO
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 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.
Meet Joe Smith!
He is unemployed & never went to college.

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

Joe signs up @ Job seekers portal online.

Meet Joe's resume workshop.

McDonald's.

Hi, Joe!
2 new messages:
Congratulations!
You have 10 points, you are eligible to buy 1 interview outfit.

Hi, Employer:
Matches:
- Joe Smith
- Mary Taylor

Joe attends resume workshop.

How to write a resume.

Employee receives email about opportunity & recognizes tax break, incentive &pets only bus pass.

Hi, Employer!
Refine search:
10 points

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

Joe gets the job.

Church/His Past Explains Good System - Julites, Messers, Downskils to sign up & resume workshop.
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

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
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Project Team Work Time