

UX Workshop Structure Day 2

Scenarios

We will look at a tool which enables you to design and model specific aspects/processes of your project idea.

Storyboards

We will look at a method to describe how a user interacts with your idea.

Breakout Session 2

You will develop a scenario which presents the core idea of your concept.

UX Workshop Scenarios

A scenario is a **story** about someone **using** whatever **is being designed** to carry out a **specific task or goal**. It might outline how a person uses a website to do something for a specific reason (**goals and context are important**). Scenarios should outline the **'who'**, **'what'**, **'when'**, **'where'**, **'why'**, and **'how'** of the usage.

- They can be used to **communicate, explore, validate** design solutions
- They **help to think** about the solution
- They help to **understand** the **experience-flow** and are tools for thinking about design
- They help **identifying potential problems**
- They are easy to **understand** as they are story-like

UX Workshop Scenarios

Process Overview

1. Select a process/aspect which is core to your project.

Capture each step/action a user runs through on a post-it. Use notations such as 's' for a step, 'q' for questions, 'c' for comment, 'i' for idea and lay them out on a continuum.

2. Map the scenario: On top the steps and below each step its related questions, comments and ideas.

3. Iterate to fine-tune it.

UX Workshop Scenarios

Guidelines

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. 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?

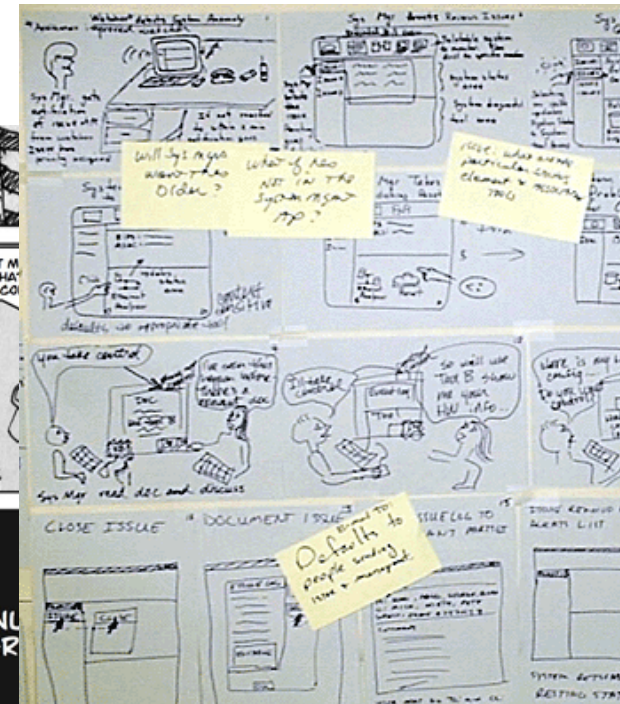
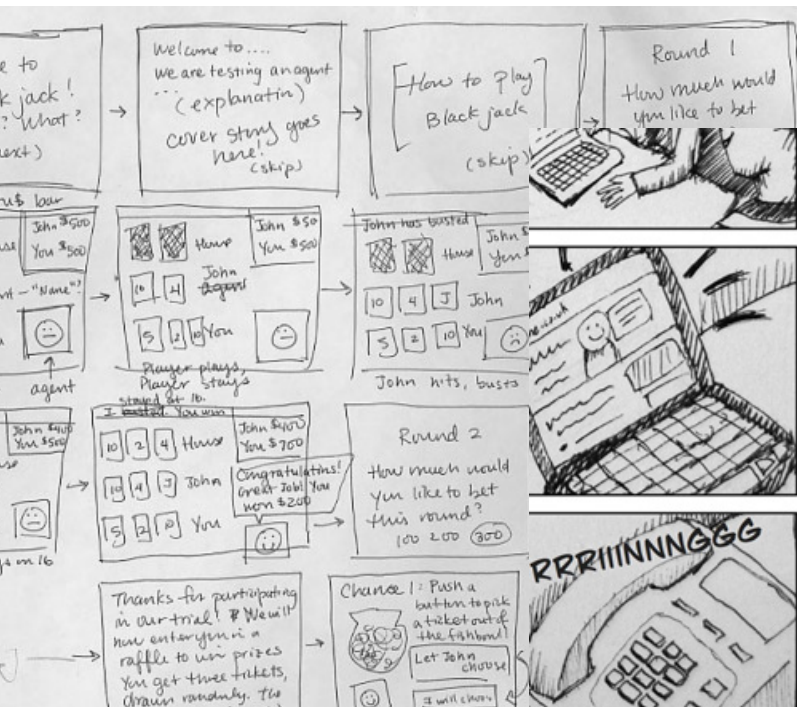
Any ideas or good suggestions that people have. For example, it would be good to allow Paul to zoom in on an image so that he can see the bouquet of flowers in more detail.

Use "**How might we**" to look at your ideas from different perspectives.

UX Workshop Storyboards

Storyboards can be done in many different ways but they consist of pictures and text that **describe** how a user accomplishes a task.

It is recommended starting with **sketching** as it allows you to make changes quickly.



UX Workshop Breakout Session 2

Take your concept to the next level.

Use the **guide** as a reference.

Take the group feedback into account, revisit your concept.

Define and develop 1-2 core Scenarios to describe valuable facets of your concept. **Turn** your one Scenario **into** an appealing **Storyboard**.

Be prepared to **present** your outcome.

Mid Presentation

5 Minutes + 5 Q&A with Guests

- Present the Process
- User Research, Affinity Diagram (Problem Space)
50 %
- Concept Presentation (6 Slides Storyboard)
50 %

Deliverables:

Deadline UniWorX 23.03.12 9:00

-PDF Slides

Second Blog Post

- one photo & about 150 words abstract
- categories: WS1112; Concept, Team X
 - deadline: sunday 23:59

Afternoon Session

- individual group-work
- sketch your storyboards (6 keyframes)
 - reviews on demand
- gather back here tomorrow 9.00 c.t.

UX Workshop Pointers

Web

Fluid Wiki <http://wiki.fluidproject.org/display/fluid/Design+Handbook>

User Testing Methods <http://www.usability.gov/methods/methods/index.html>

User Testing 101 <http://www.uxforthemasses.com/usability-testing/?t=1319904265&t=1320029155>

Step-by-Step Guide UCD <http://www.usability.gov/methods/process.html>

Innovation with Mental Models <http://www.slideshare.net/indi/innovation-with-mental-models>

Mental Models Indi Young Video <http://www.youtube.com/watch?v=M4AsxNg9nNU>

Scenarios http://www.uie.com/articles/putting_context_into_context

Personas <http://uxmag.com/articles/personas-the-foundation-of-a-great-user-experience>

Surveys <http://www.people-press.org/methodology/>

Books

[The Elements of User Experience...](#), [A Project Guide to UX Design: ...](#), [Measuring the User Experience...](#), [About Face 3](#), [The Design of Everyday Things](#), [The Humane Interface. New Directions for Designing Interactive Systems](#), [The Persona Lifecycle: Practitioners' Quick Reference](#)