



Aalto University
School of Science

T-111.4360 Design of WWW Services (4 credits)

Lecture 2: Getting started: User groups,
scenarios and more

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Overview

- User needs and Requirements
- Functional and content design
- Interaction Design and Information Architecture
- Interface, Navigation and Information design
- Visual design

User Needs and Requirements

What users need?

- Needs, goals, hidden goals?
 - Interview
 - Contextual inquiry
 - Statistical analysis
 - Usability / competitor / best practices review
 - Survey

External requirements

- Course task
- Business goals
- Technologies / skills
- ...

User Groups

- “Our site should work for everybody”
- Users are different!
 - They want different things
 - They come through different channels
 - They pay for different parts
 - ...

Persona = representative of a user group

- Based on user research or other data
- Helps to clarify users assumptions

- Personas
 - Helps to share ideas and communicate
 - Can be improved in discussions
 - Helps to prioritize and plan

To build personas

1. Identify key differences in users
 - Age, sex, education, profession, income, location, technology skills, etc.
 - How / where they use the technology?
 - Preferences: What do they prefer?
 - User, buyer, payer
 - How they solve their problems now?
2. Which of them are the most important?
3. Construct fictive personas
4. Fuse, eliminate, combine
5. Keep track of things to be mentioned

3-9 primary personas, google for template

Food delivery for seniors personas: Mary, Kate, John

- Mary (71)
 - Some tech skills; uses iPad; vision OK; can't walk at all; very social, likes to communicate
- Kate (78)
 - No tech skills; vision problems; can't read product details; feels bad in a shop; wants to make an informed decision
- John (80)
 - No tech skills; old computer; vision problems; low income; doesn't care about food

Scenarios = stories about personas

- Answer WHY?
- How (before, during, after)?
- What do users want to achieve?

Example scenarios

- Mary (71)
 - Wants to use the service to select things, read find out about new products, see reviews
- Kate (78)
 - Wants to select things carefully; needs a special UI; can't pay online
- John (80)
 - Wants ready-made packages delivered to him weekly; wants to pay on delivery

Functional and Content Design

User journey or use case

- How a scenario could be implemented using a service?
- User-oriented (not service-oriented)
- No technical details yet

- Google: user journey, customer journey, use case

Content requirements

- What kind of content do we need to meet the needs?
- Think about user groups!!

Functional specification

- What kind of “big” features are needed to meet the needs?
- Think about the user groups!!

Site structure

- How the information is organized?
- Pages, content, interaction
- Google: Site structure

Interaction Design & Information Architecture

User Flow

- How user interacts with the service (from service point of view)
 - Flows
 - Storyboards
- Google: flows and storyboards

Information architecture

- How to organize the content?

Interface, Navigation & Information Design

Interface, Navigation & Information Design

- Existing conventions
- Relevance

- Devices and screens

Visual Design

Visual design

- Colors
- Fonts
- Images

- Devices and screens

For project work - assignment

- Define primary user groups and or personas
- Describe scenarios and use cases
- Describe main functionality of your service

Thank You!

Questions or Comments?

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