W3
BUSINESS PERSPECTIVE

AALTO UWAS 2020
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TODAY

15.15 - 15.45 Discussion about the reading

15.45 - 16.15 Use case scenarios

Break

16.20 - 18.00 Storyboard your service

Exercise:

Discussion about the reading

What are your service's unintended consequences?

Ethical

›The power of the digital workforce

The design of the autonomous car is outpacing policies and laws that regulate what actions cars can take on our behalf.

Knowability

› Impact on the service experience

When should our algorithms be given the authority to act on our behalf and when should they be able to do so autonomously? What aspects of these digitally enabled services do people need or want to know? And when and how should people become knowledgeable about the 'hidden' services performed by a digital workforce?

Visibility

› Making the digital workforce visible

The growth in these technology-enabled services means that processes that were once visible and enacted by people are now 'being executed electronically … in an unseen domain that is strictly digital'.

Materiality

› Service entities interactions

While the algorithms that constitute digital services are often invisible to service recipients, the data they manipulate is produced through the materially constituted actions of people and things...

Use case scenarios & Storyboards

Storyboards

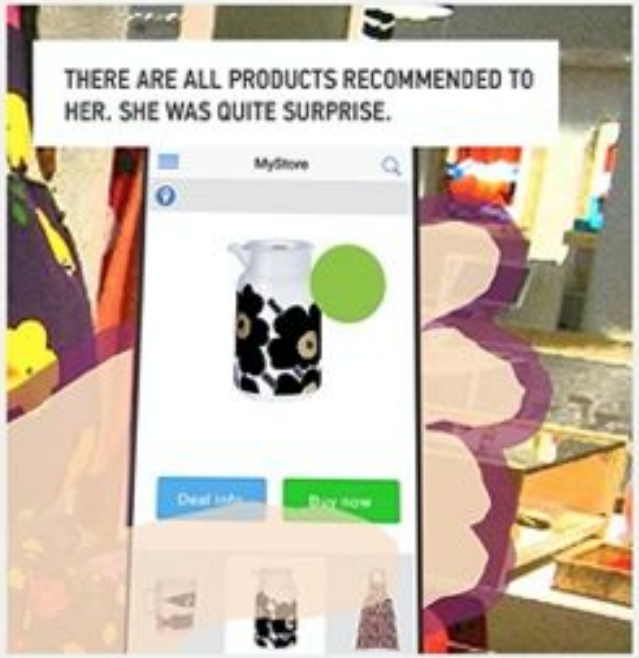
To pitch or convey a service we usually create a storyboard out of our customer journey.

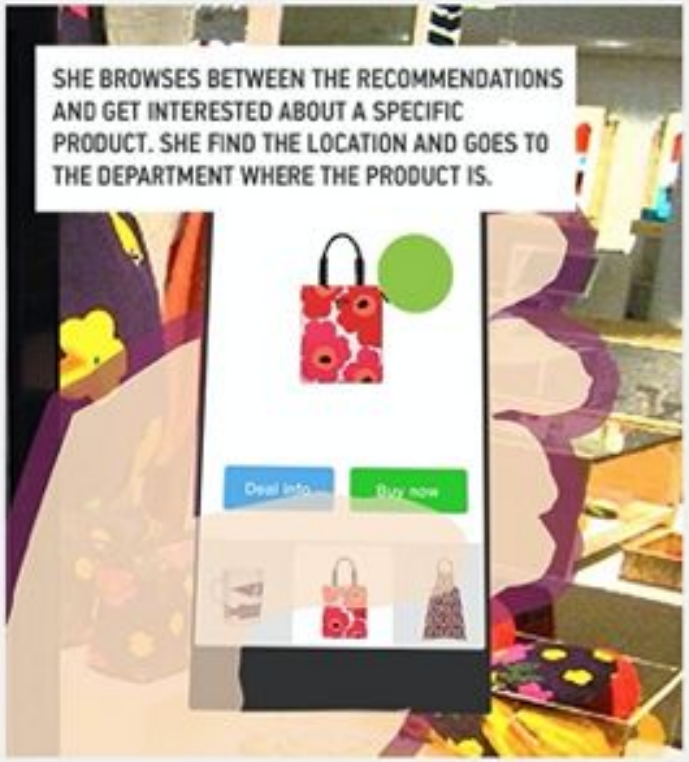
It is a more flexible and faster way of mapping your service/product experience.

These customer service stories will inspire your team and serve a great demonstration of your business case.


MARIA IS IN MARIMEKKO LOYALTY PROGRAM. SHE IS NOW KNOWN BY THE SALES PERSONNEL AND THEY CAN TAILOR FIT THEIR SALES PITCH TO HER.
MARIA


SHE IS BROWSING PRODUCTS IN THE STORE WHEN HER MOBILE PHONE VIBRATES. SHE IS RECEIVING A SPECIAL MESSAGE FROM THE STORE.
MARIA


THERE ARE ALL PRODUCTS RECOMMENDED TO HER. SHE WAS QUITE SURPRISE.
MyStore
Deal info...
Buy now


SHE BROWSES BETWEEN THE RECOMMENDATIONS AND GET INTERESTED ABOUT A SPECIFIC PRODUCT. SHE FIND THE LOCATION AND GOES TO THE DEPARTMENT WHERE THE PRODUCT IS.
Deal info...
Buy now


IBEACONS WERE THE TECHNOLOGY USED TO SEND THE INFORMATION TO MARIA.


marimek
MARIA
A SHOPPER KEEPER ALSO RECEIVES INFORMATION ABOUT MARIA FROM THE IBEACON. SHE WALKS UNTIL MARIA AND HELPS HER WITH THE PURCHASE.


LATER WHILE GOING HOME, MARIA BROWSED CUSTOMIZED CONTENT SHOWN TO HER VIA LOYALTY PROGRAM APPLICATION.

Scenario 2

Challenging situation

Amber is working on several tasks at the same time. Many of them are time critical ...

Experience goals

. Optimism
. Control
. Confidence
. Autonomy
. Competence

Features

. Mark the event
. Coaching

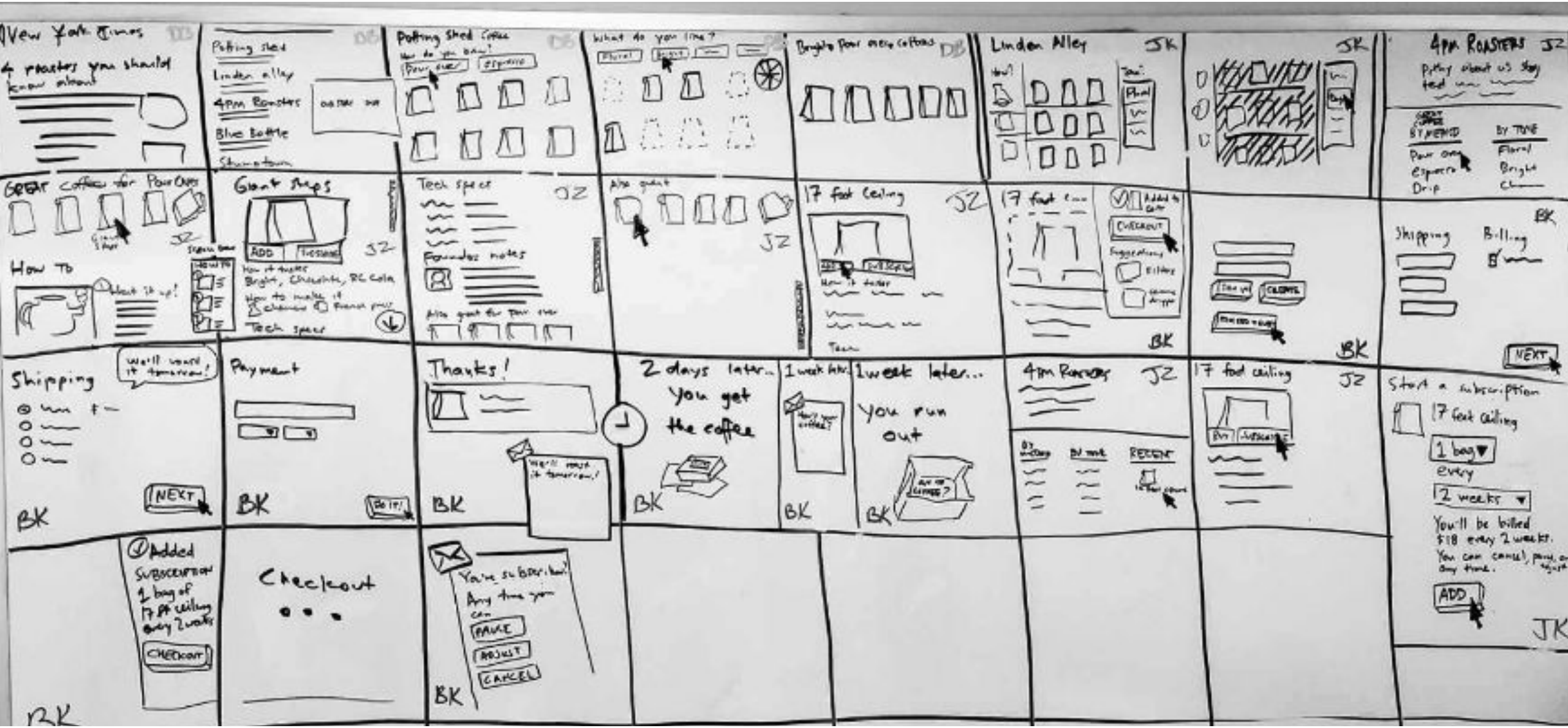
New request comes from email. She starts to feel very busy.

Her boss brings another task, which should be done asap. Amber starts to jump from one task to another and back.

Amber realizes she is starting to lose the focus and is not working effectively. She decides to mark the event to her Awareble where she collects the stressful moments.

She looks up the Awareble app for the good 3-minute breathing exercise and does the exercise.

After a while she feels already better. She also sees now more clearly what is the best way to organize her tasks. She marks the event exit.


New York Times
4 roasters you should know about
Potting Shed
Linden Alley
4pm Roasters
Blue Bottle
Sightglass
Potting Shed Coffee
Bright Pour over coffees
Linden Alley
4pm Roasters
Getting about us
By Method
Pour over
Espresso
Drip
By Tone
Floral
Bright
How To
Giant Steps
ADD
Tech specs
Founders notes
17 foot ceiling
CHECKOUT
Shipping
Billing
NEXT
Shipping
We'll roast it tomorrow!
Payment
Thanks!
2 days later... You get the coffee
1 week later...
You run out
4pm Roasters
17 foot ceiling
Start a subscription
17 foot ceiling
1 bag
every
2 weeks
You'll be billed $18 every 2 weeks.
You can cancel, pause, or adjust at any time.
ADD
Added Subscription
1 bag of 17 ft ceiling every 2 weeks
CHECKOUT
Checkout
You're subscribed!
Any time you can
PAUSE
ADJUST
CANCEL
BK
JZ
JK
DB

Use case scenarios & Storyboards

- Use case scenarios describe individual users in individual usage situations, and are not meant to describe the whole functionality of a system.
- The purpose of scenarios is to show the value of a new service proposition for specific user groups and situations.
- Concepts describe the new service (what) and the problem they address. Use cases are examples or applications of that concept in a specific real case scenario, that shows how the value would be realised in practice.
- Good scenarios illustrate different types of user behaviour, and the different outcomes that the service creates for them. How does the service solve their JBTD?
- Storyboards is an illustration of a use case scenario explained in the format of a story, a set of illustrated scenes that follow a narrative (use case).

Why storyboards

- Making intangible ideas through visualisations
- Get a holistic view on your service
- Understand on a systemic level
- Create empathy and Engagement
- Point of reference
- Memory Aid
- Communication tool

Storyboards & Service stories

- Storyboards & Service Stories
- Beginning, middle and end (Aware, consider, use, end)
- Actors and support roles
- Objects, products and touchpoint
- Experience over time
- Emotional journey
- A snapshot

- It’s a story, not a novel
- Keep it simple
- Minimal Viable Product level
- Convey your message
- Show the value
- Think holistically

Storyboard. Case example:

https://www.my-simple.com/

Future scenario of My Data, script

PHASE	BIRTH	INFANTHOOD	CHILDHOOD	CHANGE	ADOLESCENCE	YOUNG ADULT	ADULT	HEALTH ISSUE	DEATH
ADA'S EXPERIENCE	Ada is born on 26.9 at 13:32. Her parents register her at the public registry, and open an account at MyData platform. As part of a pilot to define the rules for ownership and management of data, they have created a prototype to onboard users. Ada is the first new born user: her content starts from 0 on day 1 of her life, but already she has some data: her parents health records as well as the pregnancy and her genetic data. Ada will be the first human being that will have full ownership of her data in a centralised model. Ada's life will be shaped by MyData, but she will grow up also to be one of the leading shapers of MyData. She is very privileged, but she also carries huge risks and responsabilities, as the world cannot yet foresee all possible consequences.	Ada is a healthy little baby that uses wearables to track her and additional activities are logged by her parents, such as her feeds, sleep and diapers. MyData system creates graphs that help them anticipate her probable needs, like sleeping. The system helps to understand her personal rythm, correlating patterns and breaks with developmental stages. This informs parents that her terrible night may have been due to teething, for example. They share this information with Ada's doctors in order to better track her development. Her data becomes an invaluable tool to assist in her development, but also to bring peace of mind to her parents.	Ada is given access to her own life management account little by little, under strict parental control. Mom and dad define the elements she can access, and how she can manage it. Her first block of data is mainly related to her health and development, but soon other key areas join. For instance, her education program, learning tools and physical and intelectual activities. Her parents enable the creation of a social media account, as it is importat for her socialization skills. When **she turns 8, she is also given access** to her bank account to manage her weekly allowance. Ada learns by doing and takes responsability for her own data management system. **This drives her interest in coding her own platform and experimenting with the user interfaces**. The bondaries between the physical and digital are blurred for Ada, and her parents are concerned.	Ada's parents divorce when she is 11. Unexpected issues related to the management of her data and management system arises. As part of the custody agreement, **her data becomes an asset to be shared and managed by her parents**. There are some disagreements on how to do it, so the judge steps in and decides on behalf of Ada. The judge sees that Ada has a good level of maturity to take further responsability of **her own data, so she transfers to her more rights.**	Ada is **almost fully in control of her data**. She feels responsible and confident.Ada and her friends are designing and **building their own interfaces to manage all their data under a single platform**. Ada loves fashion, so **her interfaces are through jewelry.** Her best friend prefers an implant, while her boyfriend preferes a graphic user interface. However, something goes wrong with Ada's. **One day, she encounters a service that asks permition to access her to some photo taken at a concert**. She is a bit hesitant but she decides to grant it permition because her friends are using it to publish their own photos. After granting permission, she immediately realizes that **she fell into a scam,** and now her full data is in danger. She is frightened and runs to her parents to ask them what to do. They find a way to remediate the problem by **having evidence of the scam and sharing it with the authorities, who immediately block the scammer** and initiate a legal process against him. Nonetheless, **her data has been compromized** and it is impossible to know if there will be future consequences.	Ada turns 18 and she will be voting in the next elections. She is the first generation to pilot a model of hyperdemocracy enabled by MyData platforms. In this model, she defines the principles and initiatives of how she wishes her community to be. She also defines what she is against of. The principles of all voters are synthesised, so the government can now what the population stands for. The best people to achive those goals is chosen to be part of the government. **The principles are translated into KPIs that enable the population to track developments.** Government has to be very transparent and they are held accountable on their actions. (SEE VOTING CONCEPT PAULA)	Ada is a renaissance woman who has background in crossnational relations, experience management and democracy studies. She has lived in 7 countries, including several developing countries where she has worked on peace mediation. Her hobby has been coding and testing different technologies to enable citizen participation and new models of democracy.	Ada gets into an accident and hurts her head and arms, falling into a coma for several weeks. Luckily she has given permission for the doctors to know her rare blood type, and AI can immediately find a suitable donator . When she wakes up, she has lost her ability to see. She gets her sight back later, and with the new technologies, also new hands can be built for her in a laboratory. This takes some time, and in the meanwhile, she can use her voice to manage her files and data. She doesn't want her parents or anyone else to see and manage her files as she has some information that is very private and sensitive. But most importantly, in the work she was doing she cannot be replaced and many people need her participation.She needs to get access to her data and files to be able to contribute as soon as possible. She decidess to create a system where one gives the rights that one wants in case of emergency, disease and death.	Ada's life mission expands from her own life. She had made plans and provisions to ensure all her contributions live on, and her assets are distributed as she wishes. EXPLAIN WHAT ARE HER ASSETS (IPR?, knowledge? library? data? collection? money? AND LEGACY¿ AND HOW SHE DEFINES RULES. Her wishes are clear for everyone and lawful, so transitions are easy.

Source https://www.my-simple.com/

Storyboards

BIRTH

CHILDHOOD

ADULTHOOD

HEALTH ISSUE

Source https://www.my-simple.com/ Illustrated by Adalgisa Santos

5 min break

Exercise:

Storyboard your service concept

Step 1.

DEFINE THE USE CASE

15 min.

Step 2.

TURN IT INTO A STORY

15 min.

Step 3.

WRITE THE STORY

30 min.

Step 4.

ILLUSTRATE

30 min.

Step 1.

Think about the ideal use case scenario, where your service would be really valuable for the intended outcome.

›Choose your Actor
Define your target actor for this story. What's their background, their goals, motivations and pains?

›Set the context
Set the scene, where the activity is taking place including environment. These are the entry points.

›Choose key features / touchpoints
Decide what are the core service features or touchpoints of your service that you want to show in action.

Step 2.

It's time to turn your scenarios into stories!

› Define your narrative
Discuss within your group what is the main narrative you want to illustrate

› Divide it into 6 scenes Agree on the scene and events you will likely include in your story

› Keep it focused and simple

Step 3.

Write the script

› Write scenes
Describe what happens in each scene. Start building your narrative into steps; the beginning, middle and end

› Touchpoints
Remember to give your touchpoints or features a role in each scene.

Step 4.

Illustrate your story and start visualising the scenes using your actor and context

› Illustrate
Think about what you want to show in that scene to match the narrative

› The right level of detail
Remember we don't want to know the functionality but the value. High-level sketch is better than a detailed interface.

Freebies

Icons and Illustrations

https://thenounproject.com/

https://www.drawkit.io/

https://www.freepik.com/free-vectors/illustrations

Design patterns

https://pttrns.com/

https://www.interaction-design.org/literature/article/10-great-sites-for-ui-design-patterns

Prototyping tools (UI design)

https://designshack.net/articles/software/prototyping-tools/

Storyboard creator

https://www.storyboardthat.com/

Images

https://unsplash.com/

https://pixabay.com/users/free-photos-242387/

https://www.canva.com/photos/free/

https://www.foleon.com/blog/5-sites-for-free-stock-photos

UI kits / Images

https://www.uistore.design/page/2/

https://www.google.com/search?q=UI+components&newwindow=1&sxsrf=ALeKk01rY36qkzlOinYzCFisDZFOzTM1Wg:1589649287686&source=lnms&tbm=isch&sa=X&ved=2ahUKEwjLo_CI8bjpAhVIxaYKHZS2B48Q_AUoAXoECA8QAw&biw=1439&bih=718