
Scenario Tutorial

TS1/TS2 joint session

What are scenarios?

- Short, imaginary stories about users
 - Low-cost, low-threshold method
 - Trying to put yourself into the user's shoes, finding user needs
 - In many ways similar to *storyboards*
 - Also related to *personas*, *customer journeys*, *use cases*, *bodystorming* and *informance*
 - They also facilitate communication and teamwork
 - Can be used at different stages of design (usually early)
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According to John M. Carroll

1. Scenarios evoke reflection in design
2. Scenarios are at once concrete and flexible
3. Any scenario has many views
4. Scenarios can be abstracted and categorized
5. Scenarios promote work-orientation

Five Reasons for Scenario-Based Design (1999)

How to write good scenarios?

- Focus on user motivation, thinking and goals, not interface details such as key clicks and menus
 - Start from user needs, not system features
 - Keep them relatively short – you can make many
 - 1st or 3rd person?
 - Introducing the actors
 - Do not write triumphs, things can and should go wrong too
 - Make more when needed, even at later stages
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Coverage – focusing your efforts

	User group 1	User group 2	User group 3
Use 1	Green	Red	Red
Use 2	Red	Green	Green
Use 3	Red	Red	Green

Exercise

Let's hear an example of a scenario

Three user groups with different needs, here enthusiasts

What are the implications for the design process?

The results should reveal user needs and guide the following steps.

Next: write some on your own!

Readings

John M. Carroll (1999): *Five Reasons for Scenario-Based Design*

<http://testingeducation.org/BBST/testdesign/CarrollScenarios.pdf>

Gerry Gaffney (2000): *What is a scenario?*

<https://infodesign.com.au/wp-content/uploads/Scenarios.pdf>
