

STRENGTH IN SCENARIOS

getting meaningful user feedback on designs



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**WHAT WILL YOU LEARN
IN THE NEXT 75 MINUTES?**

BUT FIRST, WHO ARE WE?



MENLO
innovations

WHAT IS A SCENARIO TO YOU?

OUR DESIGN PROCESS

Potential User
Observations &
Interviews



Define the
Problem &
Project Scope



Determine
Target Users
(Persona Map)



Create
Conceptual
Designs



Design
Assessments
with Scenarios



Refine
Designs

SO WHAT DO WE MEAN BY SCENARIO?

A scenario is a story that provides the framework for getting user feedback on mockups or prototypes.

It follows a high-level workflow that is based on prior observations of target users.

CLIENT: MyWedding.com

The screenshot displays the MyWedding.com website interface within a browser window. The browser's address bar shows the URL www.mywedding.com. The page features a navigation menu with the following items: Budget, Guest List, Shower Planner, Invitations, Reception, and Honeymoon Planner. The main content area is divided into two columns. The left column contains a large photograph of a bride and groom walking in a field. The right column contains a 'My Wedding Summary' section for the 'Gardner-Tober Wedding' on Saturday, August 16, 2014. Below this summary is a 'Guests' section with a list of statistics and an image of wedding rings. At the bottom right, there are two sections: 'To Do List' and 'Budget Watch'.

Welcome, Kathleen [Sign out](#)

Search

Budget **Guest List** **Shower Planner** **Invitations** **Reception** **Honeymoon Planner**



My Wedding Summary
Gardner-Tober Wedding
Saturday, August 16, 2014

Guests

- Total Guest Invited: 220
- RSVP as Yes: 120
- RSVP as No: 16
- RSVP Pending: 84



To Do List

- Seating Chart
- Seating Table Tents
- Reception Favors
- 2nd Dress Fitting

Budget Watch

- \$ 2,500 Remaining
- Reception DJ- **\$500 over**

YOUR PRIMARY PERSONA:



Kathleen Tober

52 years old

Homemaker in Dexter, Michigan

- Planning her youngest daughter's upcoming wedding
- Embarrassed because she doesn't understand much about computers
- Worried about keeping track of wedding planning while traveling on vacations

**WHAT A DESIGN ASSESSMENT
MIGHT LOOK LIKE**

WHEN CREATING A SCENARIO

- Decide what features you want feedback on
- Use realistic data
- Avoid using overly similar language to what's in the designs (it defeats the purpose!)
- One scenario can cover several features
- Scenarios present the opportunity for the user to work across tasks

WHEN USING A SCENARIO

- Keep it short
- It's just a guideline: "Make mistakes faster"
- Answer questions with questions like:
 - "What would you expect?"
 - "How do you do it now?"
- Use the same scenario across contrasting design concepts

NOW YOU TRY IT!

Using the provided designs,
let's try writing a scenario

NOW YOU TRY IT!

Got your scenarios?
Now you'll practice using them!

Decide who wants to play what role:

- Kathleen, the user
- the "CPU", the person delivering the scenario
- the "DVR", the person taking notes

WHAT THOUGHTS AND QUESTIONS DO YOU HAVE?

thank you for coming to

STRENGTH IN SCENARIOS

GET IN TOUCH WITH US!



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