



# Scenarios

Scenarios add elasticity to personas by filling in the “why” behind the “who.”

User scenarios are stories which designers create to show how users might act to achieve a goal in a system or environment.

Designers make scenarios to understand users’ motivations, needs, and barriers in the context of how they would use a design.

And to help ideate, iterate and usability-test optimal solutions.



# Tips for Creating More Compelling Scenarios

Provide the context of:

**Who** – details of the persona.

**What** their goals are.

**When** they might perform tasks (including obstacles).

**Where** they might do these (including obstacles).

**Why** they want to do things, must perform subtasks, etc.



# Simple Formula

As a [type of user]

they want to [some goal]

So that [some reason]

As a student

they want to complete their homework on time

So that they can get the best grade.

### **SCENARIOS: SUSAN CHILLING VACATION**

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Susan is heading down to Costa Rica to enjoy her well-deserved vacation.

She was feeling good and stress-free because she has all her suitcases packed in a day advanced and her list of beaches made thanks to Offshore's weather forecasts and beach rating system.

### **SCENARIOS: JAMES THE MORNING SURFER**

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James woke up at the crack of dawn with the intention to surf before work.

With Offshore notification feature, he was already sent information about ideal surf condition of a nearby break before he woke up.

James grabbed his gear and was out the door within minutes.

### **SCENARIOS: KATY AND THE STORMY NIGHT**

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Katy wanted to go swimming during a particular time at her favorite spot but ended up staying home due to Offshore's future forecast predicting bad tide.

Later she was curled up with her dog inside, drinking hot tea while watching the storm through her window.

**An app that tracks, helps reduces, and maintains the sustainability of your home.**

**SCENARIO 1**

**The family goes out on a hike together and realizes they forgot to turn off the lights.**

**SCENARIO 2**

**Times are tight and the family wants to save money on their energy bill.**

**SCENARIO 3**

**The parents want to teach their kids how to live sustainably.**

## **Social Security platform user scenario**

“Mr. and Mrs. Macomb are retired school teachers who are now in their 70s. Their Social Security checks are an important part of their income. They’ve just sold their big house and moved to a small apartment. They know that one of the many chores they need to do now is tell the Social Security Administration that they have moved. They don’t know where the nearest Social Security office is and it’s getting harder for them to do a lot of walking or driving.

If it is easy and safe enough, they would like to use the computer to notify the Social Security Administration of their move. However, they are somewhat nervous about doing a task like this by computer. They never used computers in their jobs.

However, their son, Steve, gave them a computer last year, set it up for them, and showed them how to use email and go to websites. They have never been to the Social Security Administration’s website, so they don’t know how it is organized. Also, they are reluctant to give out personal information online, so they want to know how safe it is to tell the agency about their new address this way.”

## Supply management user scenario example

*"Jeremy, 52, a senior manager for a medical supplies company, needs constantly updated information on purchasing-related issues while he travels between work and hospital sites so he can use/allocate resources optimally. He's highly skilled, organized and diligent.*

*However, with recent layoffs he now struggles to manage his workload and is too drained to enjoy his career. He strains to handle tasks which his former assistant previously performed, stays current with issues and investigates supply-chain problems, while he tries to find alternatives that would be more economical in the financial climate.*

*He wants something convenient like an app to take him straight to only the most relevant updates and industry news, including current information feeds about share prices, tariffs on foreign suppliers, budget decisions in local hospitals and innovations in the medical devices he handles (mostly lung and cardiovascular products).*

*Instead of continuing to liaise with three other managers and spending an hour generating one end-of-day report through the company intranet, he'd love to have all the information he needs securely on his smartphone and be able to easily send real-time screenshots for junior staff to action and file and corporate heads to examine and advise him about."*



## Rebecca

Casual audiophile

Age 26

Gender Female

Occupation Frontend developer

Marital status Single

Location Mountain View

Online locations Work and mobile

Computer(s) iPhone and MacBook Pro

Internet usage 8-9 hours

TECHNOPHOBIC

TECH WIZ

CDs

MUSIC STREAMING

CASUAL LISTENER

HARDCORE GEEK

**Music is essential to Rebecca's life. She is listening to tunes almost every second of her life, particularly while working.**

**Obstacles Rebecca faces:**

- Too busy to explore new music artists she might like
- Streaming music consumes a lot of data

**How will Rebecca interact with Spotify?**

**Questions Rebecca will ask:**

- How do I keep updated on new releases by artists I follow?
- How do I learn of new artists I haven't heard of?
- Can I listen to music in a data-efficient manner?
- How can I listen on both my MacBook and my iPhone?

**Who influences Rebecca?**



**Rebecca's situation**

**Goals, motivations:**

- Listen to great music to keep her productive at work
- Relax and unwind at the end of the day
- Superior music quality for full enjoyment of tracks
- Expand the circle of music artists she listens to

**Key words**

music, jazz, r&b, pop, artists, new releases, top charts, background music

**Rebecca's story**

Music is a big part of my life; I like to think that I always have a "background music" running in each scene of my life. I love working while listening to music; somehow, it gives me a lot of focus on my task.

I regularly talk to my co-workers about music and singers — that's what we like to talk about over lunch. We're constantly looking for new artists to inspire us and to expand our music library, but lately it seems a little tough to do that. Everything seems to have a "filter bubble" effect, and we keep listening to the same genres and artists.

I really enjoy finding new artists that match my subjective taste, and most of the times I get those from my close friends. I wish there were a way to find more music and artists without having to rely on the serendipity of life!

Example of a persona that shows the six main elements you should include. Name, age, gender, tag line, experience and skills are placed on the left-hand side. The middle column focuses on the context to indicate how they would interact with a product or service. Finally, on the right-hand side some goals and concerns are shared, as well as a short scenario to indicate the persona's attitude.