

CS160

USER INTERFACE DESIGN

FALL 2020



STORYBOARDS, SCENARIOS, AND PERSONAS

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ANNOUNCEMENTS

Office Hours posted in Piazza

Assignments Due 11:59pm

Setup GitHub for PROG 01

Kaleidoscope

Section – Android++

RR – Drop 2

Group VR

DESIGN 01

DESIGN 02

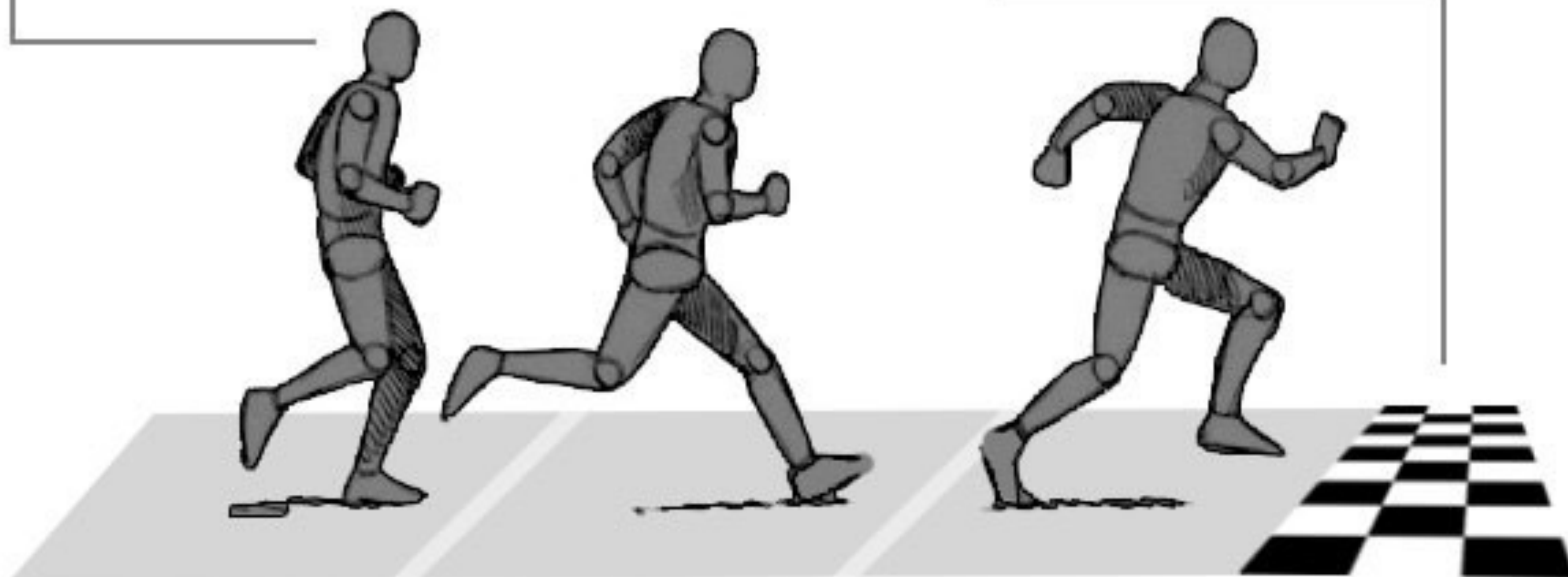
PROG 01

1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.

3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.



2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.



PERSONAS

PERSONAS (FROM COOPER)

“Hypothetical Archetypes”

Archetype:

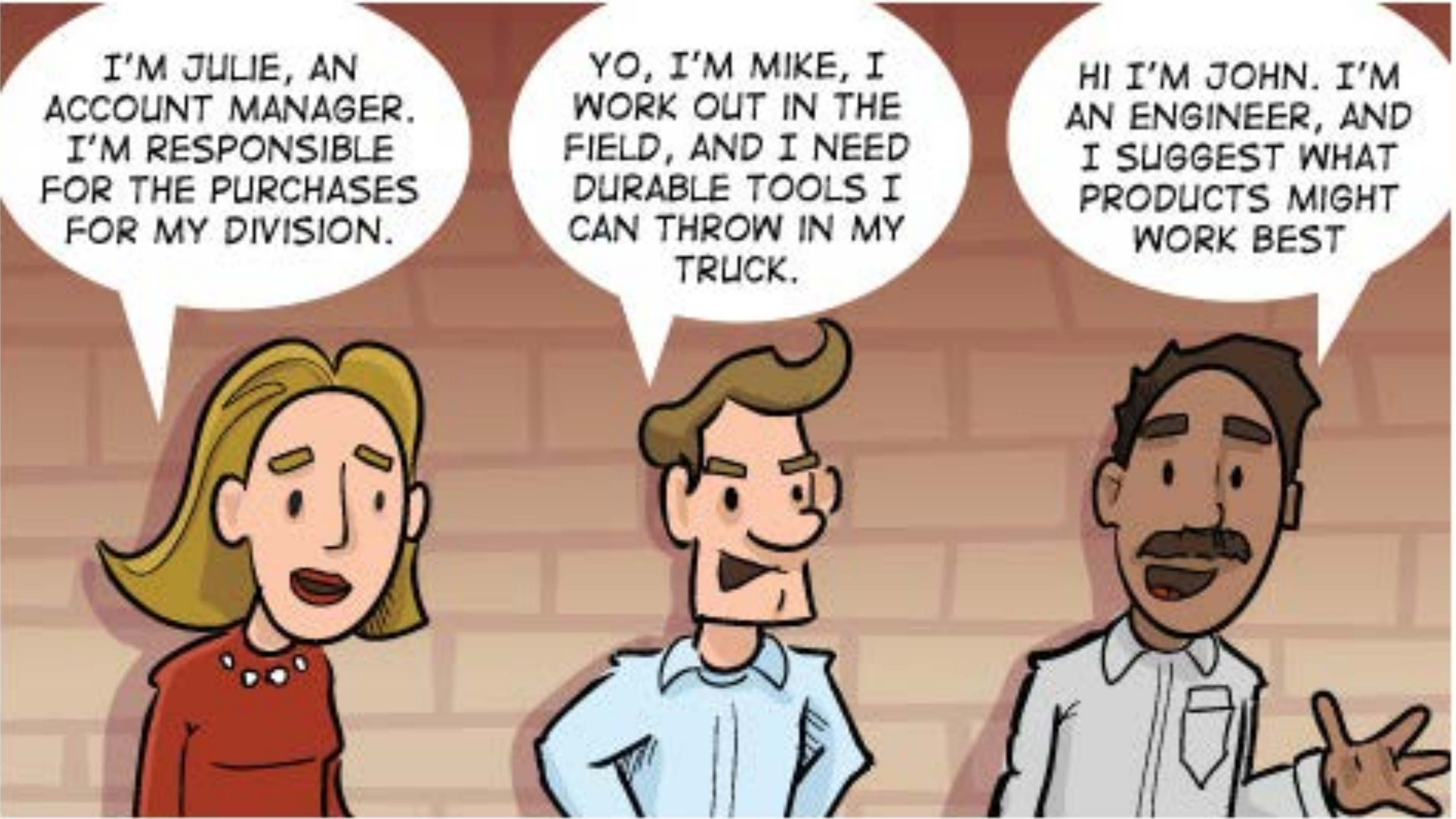
An original model or type after which other similar things are patterned; a prototype

An ideal example of a type; quintessence

A precise description of user in terms

- Capabilities
- inclinations
- background
- Goals (not tasks)

PERSONA EXAMPLES



I'M JULIE, AN ACCOUNT MANAGER. I'M RESPONSIBLE FOR THE PURCHASES FOR MY DIVISION.

YO, I'M MIKE, I WORK OUT IN THE FIELD, AND I NEED DURABLE TOOLS I CAN THROW IN MY TRUCK.

HI I'M JOHN. I'M AN ENGINEER, AND I SUGGEST WHAT PRODUCTS MIGHT WORK BEST

WHY PERSONAS?

It's hard to reason about users in aggregate, and impossible to please everyone.

General users have too many conflicting goals.



WHY PERSONAS?

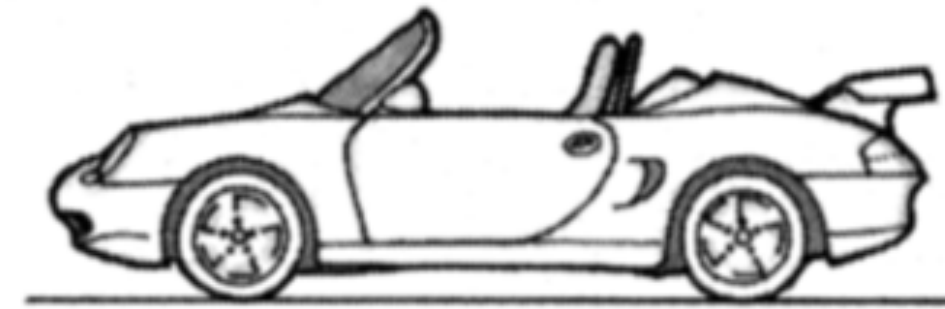
It's easier to reason about specific fictional people.

Specific personas have clear, well-articulated goals



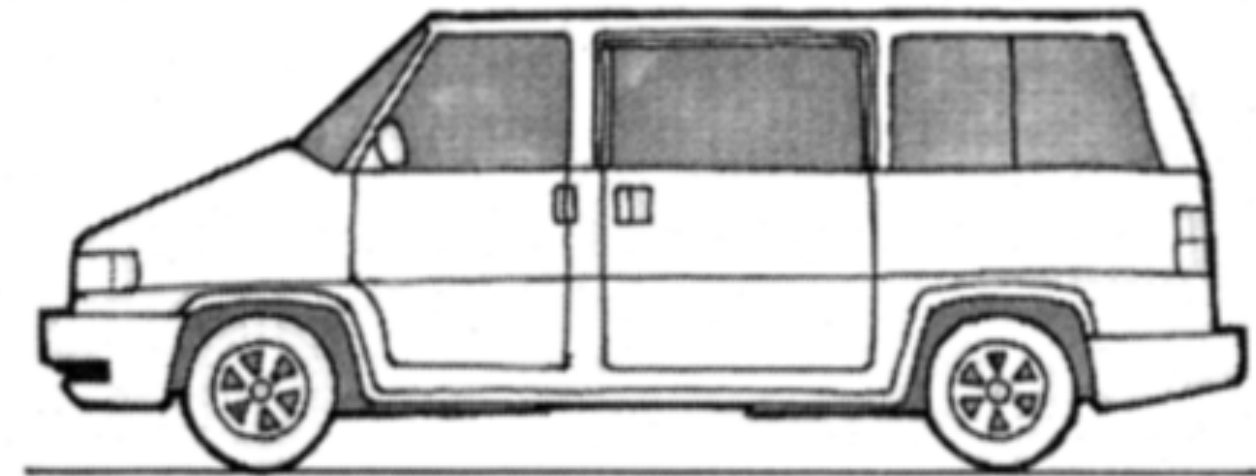
Alesandro's goals

- Go fast
- Have fun



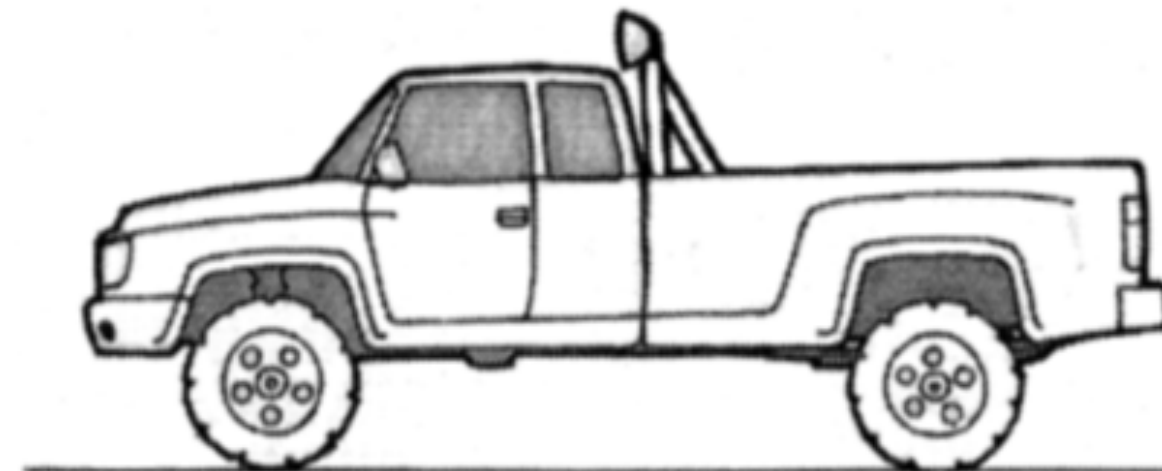
Marge's goals

- Be safe
- Be comfortable



Dale's goals

- Haul big loads
- Be reliable



DEFINING PERSONAS

Identify major clusters from multiple user interviews/inquiries

Based on real-world observations

Interviews

Information supplied by stakeholders and area experts

Market research

Data from literature

Direct user observations are best!

Give them names

DEFINING PERSONAS

Personas represent a class or type of user but should be used as an individual

Types of users are a **range not an average**

Not a stereotype – which are usually based on assumptions rather than factual data

Reuse personas

Personas must have motivations / goals

PERSONA GOALS

Experience goals – simple, universal, and personal

...how someone wants to feel while using a product

“feel smart or in control”

“have fun”

“feel cool or hip or relaxed”

“remain focused and alert”

PERSONA GOALS

End goals – users motivation for performing the task associated with product

...when you open an app you usually have a desired goal

“get the best price”

“get home on time”

“stay connected to friends”

“be aware of problems before they become critical”

PERSONA GOALS

Life goals – personal aspirations of the user beyond the product design designed...usually long term

“live a health life”

“be a connoisseur of ...”

“be attractive, popular, or respected by my peers”

“live off the grid”

PERSONA GOALS

Technical goals

Run in a variety of browsers

Safeguard data integrity

Persona relationships

Social applications

Parents

Teacher – student

Nanny – child – parent

PERSONA GOALS

Business goals

Increase profit

Retain customers

Organization goals

Educate the public

Raise enough money to cover overhead

Primary

Secondary

Customer – rather than end user

Negative – who is this not built for

PERSONA GOALS

Synthesize their goals

Check for completeness and specificity

Specificity prevents “elastic user” – design team stretches user to fit needs

Try them out by developing narrative

USING PERSONAS

Will Julie want to perform this operation often?

Will she ever?

Can help prioritize functions with improved clarity

Design each interface for a single primary persona

AMANDA



GLORIA



CHARLES



Age	7	34	66
Occupation	Second grade student	Part-time office administrator	Retired accountant
Home Life	Lives with her mother, father, and younger sister in the suburbs of a large city.	Lives with her husband and two children in a mid-sized city.	Lives with his wife in the suburbs; has four children and six grandchildren.
Education	In elementary school	Has a bachelor degree	Has an MBA
LIFESTYLE			
Activities	Plays soccer, reads, and takes ballet lessons; saves her birthday money and allowance to spend at the mall.	Enjoys crossword puzzles and reading mystery novels. Spends a lot of time driving her children to activities.	Likes to work in the garden and drink wine. Enjoys traveling with his wife and investing in the stock market.
Ultimate Goal	Goal is to turn 10 so that her parents will let her baby-sit her cousins.	Goal is to make sure her family is taken care of and to find a little time for herself each day.	Goal is to make sure he and his wife have enough money to enjoy retirement and leave his children an inheritance.

AMANDA



GLORIA



CHARLES



WEB USE AND INFORMATION NEEDS

Web Usage	Uses the Web for school projects and playing with Webkinz.	Uses the Web for shopping, news, and communication. Restricts the websites that her children visit.	Uses the Web for email and occasional research. Also shares images and videos of his grandkids.
Web Competency	Moderate competency	High competency	Low competency
Frustrations	Gets frustrated because her parents don't always buy her the cool stuff that her friends have.	Gets frustrated by traffic and waiting in line. Feels like there is never enough time.	Gets frustrated when he calls customer service and can't get a human on the phone.
Frequent Sources of Information	Friends, school, and parents	<i>Oprah</i> , amazon.com, and local TV news	Cable network news and <i>Consumer Reports</i>
Quote	"I can't wait until I'm in the fourth grade and get a locker at school."	"I love being a mom but I often feel stressed and need more balance in my life."	"I worked hard my whole life and now I am enjoying my retirement with my family."

PERSONAS VS OBSERVATIONS

How do personas differ from the people you observe in an inquiry?



SCENARIOS

SCENARIOS

Narrative as a design tool

Scenario should be simple and focused

Contain detailed rather than abstract points (2pm Chem 1A class in LeConte Hall not "attend class")

Use personas in scenarios – how does it serve their needs?

Context scenarios – day in the life scenario

Unboxing scenario – first usage and setup

SCENARIOS

In what setting(s) will the product be used?

.. Will it be used for extended amounts of time?

.. Is the persona frequently interrupted?

.. Are there multiple users on a single workstation or device?

.. With what other products will it be used?

.. What primary activities does the persona need to perform to meet her goals?

.. What is the expected end result of using the product?

.. How much complexity is permissible, based on persona skill and frequency of use?

SCENARIOS

- **Motivation** – what prompted the persona to embark on the scenario?
- **Context** – where is the person while the scenario is taking place? Does it change? Who else and where else is involved?
- **Distractions** – What kinds of distractions or interruptions typically occur and how does the persona deal with them?
- **Goal** – What is the persona's goal? Information seeking? An artifact? An emotion?

SUMMARY

Storyboard's

How action and narrative is framed around interaction

Personas

Specific archetype of target user

Build based on contextual inquiries/interviews

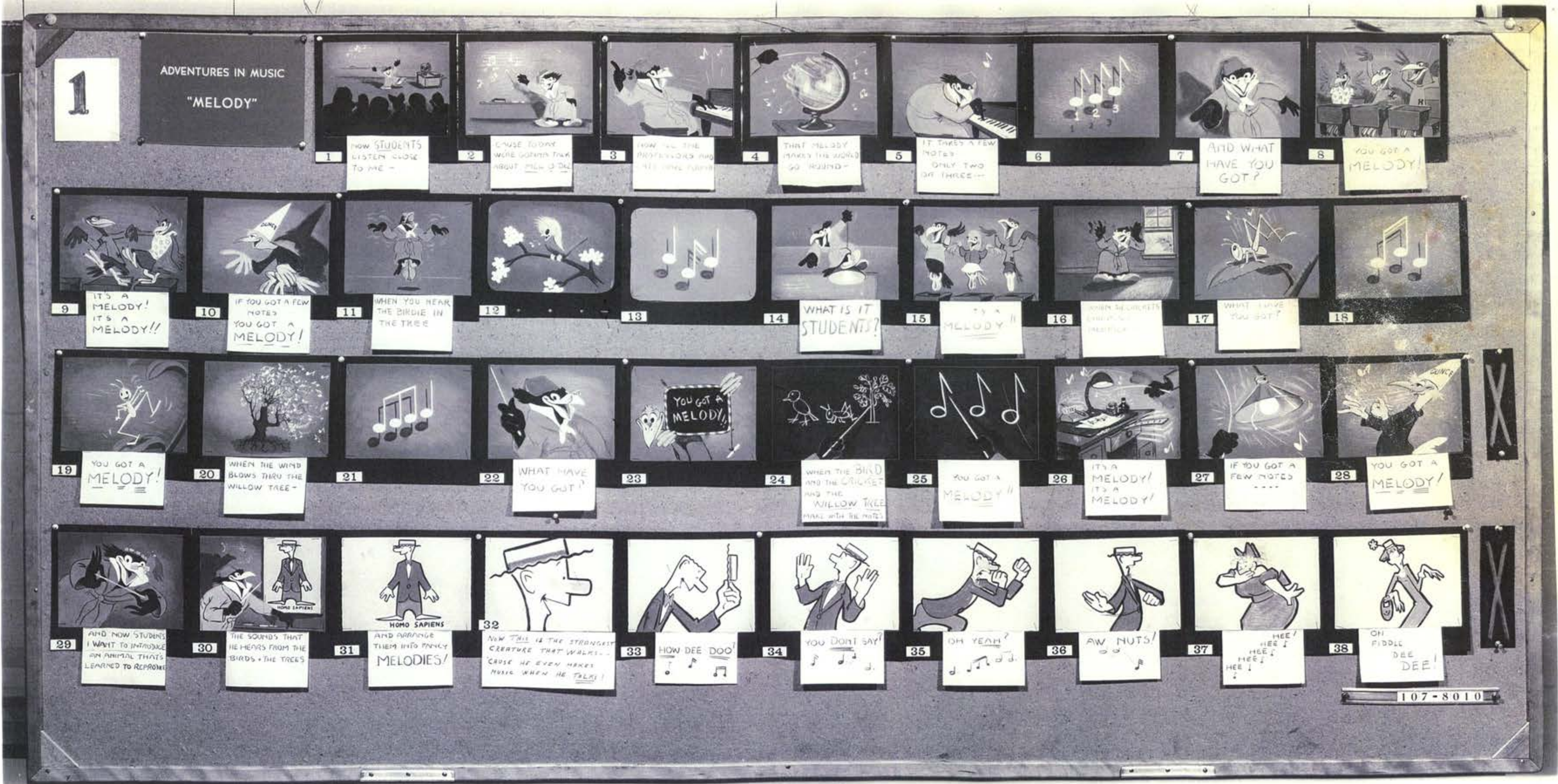
Scenarios

Use of narrative, persona, and context



STORYBOARDS

STORYBOARDS



1

ADVENTURES IN MUSIC
"MELODY"



1 HOW STUDENTS LISTEN CLOSE TO ME -



2 'CAUSE TODAY WE'RE GONNA TALK ABOUT MEL-O-DY



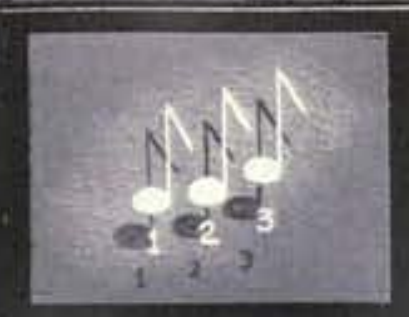
3 HOW 'LL THE PROFESSORS AND ALL HAVE FUN



4 THAT MELODY MAKES THE WORLD GO ROUND -



5 IT TAKES A FEW NOTES - ONLY TWO OR THREE -



6



7 AND WHAT HAVE YOU GOT?



8 YOU GOT A MELODY!



9 IT'S A MELODY! IT'S A MELODY!!



10 IF YOU GOT A FEW NOTES YOU GOT A MELODY!



11 WHEN YOU HEAR THE BIRDIE IN THE TREE



12



13



14 WHAT IS IT STUDENTS?



15 IT'S A MELODY!!



16 WHEN SECRETS EMERGE IT'S PRETTY



17 WHAT HAVE YOU GOT?



18



19 YOU GOT A MELODY!



20 WHEN THE WIND BLOWS THRU THE WILLOW TREE -



21



22 WHAT HAVE YOU GOT?



23



24 WHEN THE BIRD AND THE CRICKET AND THE WILLOW TREE MAKE WITH BE NOTES



25 YOU GOT A MELODY!!



26 IT'S A MELODY! IT'S A MELODY!



27 IF YOU GOT A FEW NOTES



28 YOU GOT A MELODY!



29 AND NOW STUDENTS I WANT TO INTRODUCE AN ANIMAL THAT'S LEARNED TO REPRODUCE



30 THE SOUNDS THAT HE HEARS FROM THE BIRDS + THE TREES



31 HOMO SAPIENS AND ARRANGE THEM INTO FAMILY MELODIES!



32 NOW THIS IS THE STRANGEST CREATURE THAT WALKS - 'CAUSE HE EVEN HEARS MUSIC WHEN HE TALKS!



33 HOW DEE DOO!



34 YOU DON'T SAY!



35 OH YEAH?



36 AW NUTS!



37 HEE! HEE! HEE!



38 OH FIDDLE DEE DEE!

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STORYBOARDS



STORYBOARDS FOR UI DESIGN

Goal: Understand how your product or application fits into a larger context.

Shows a single scenario / tells a single story

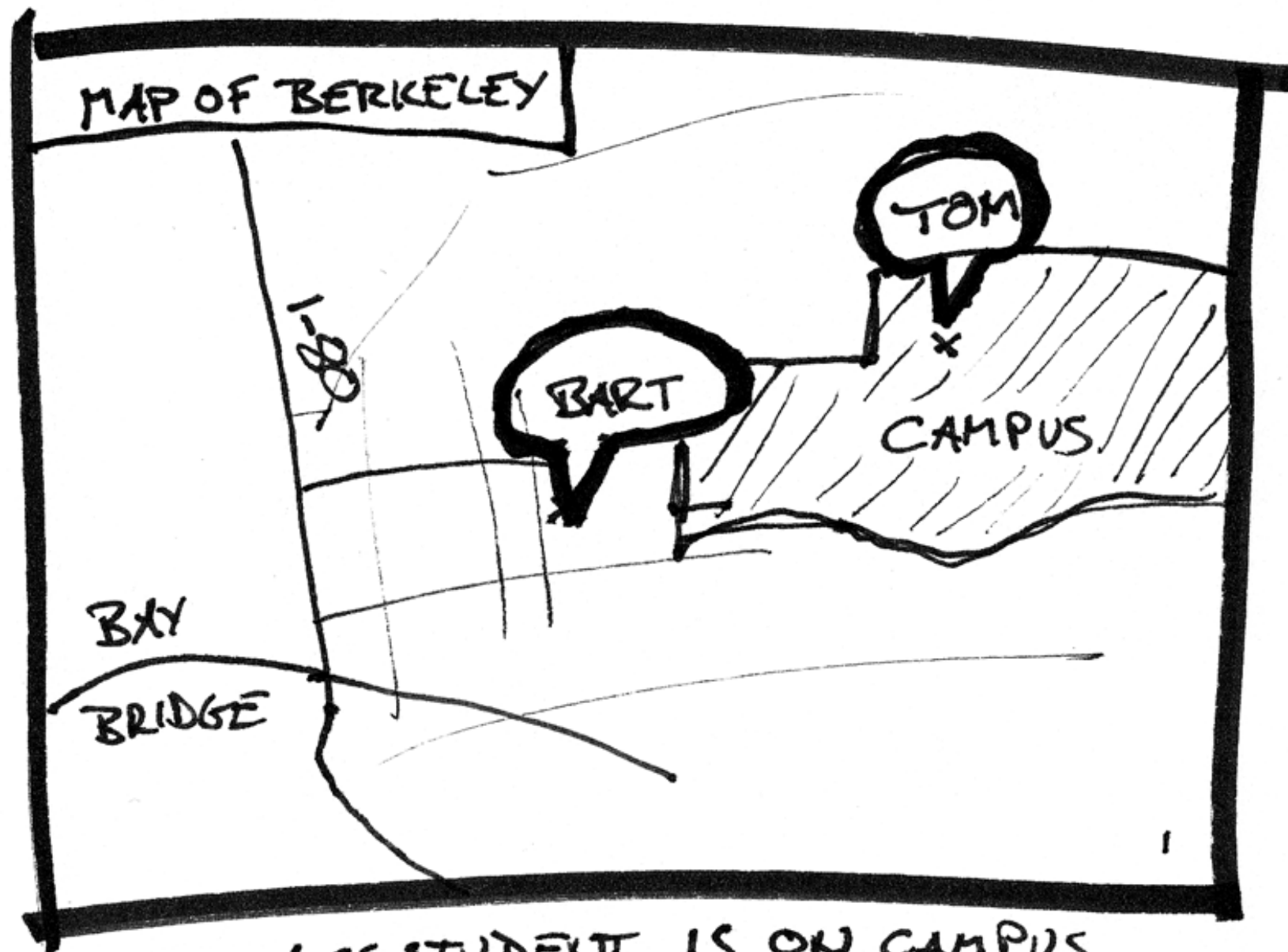
Start by setting the stage:

Who? What? Where? Why? When?

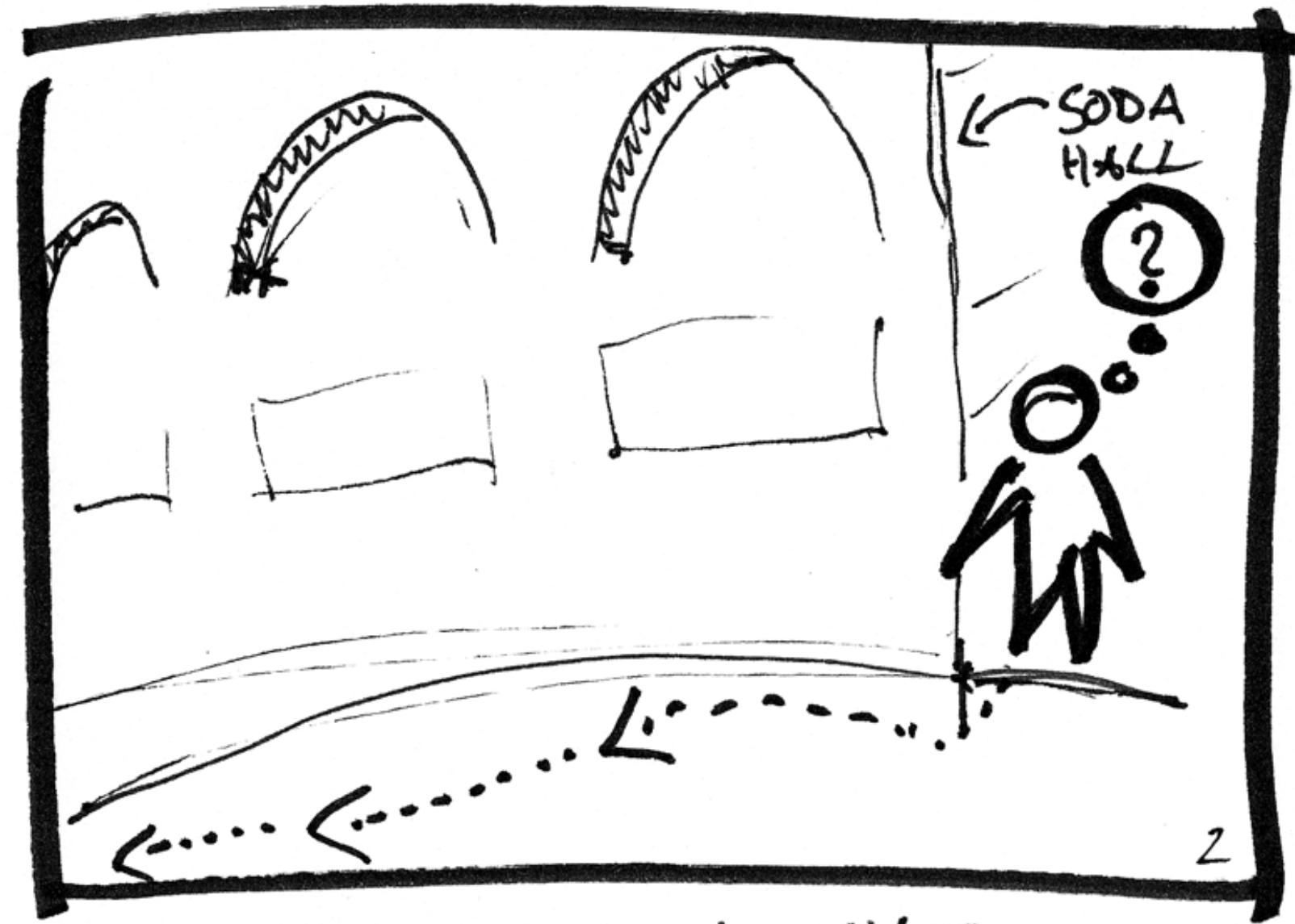
Then show key interactions with your application

Zoom back out and show the consequences of using the application

Could be satisfaction, but also think about errors



TOM, A CS STUDENT, IS ON CAMPUS AND WANTS TO TAKE A TRIP TO SF BY BART.



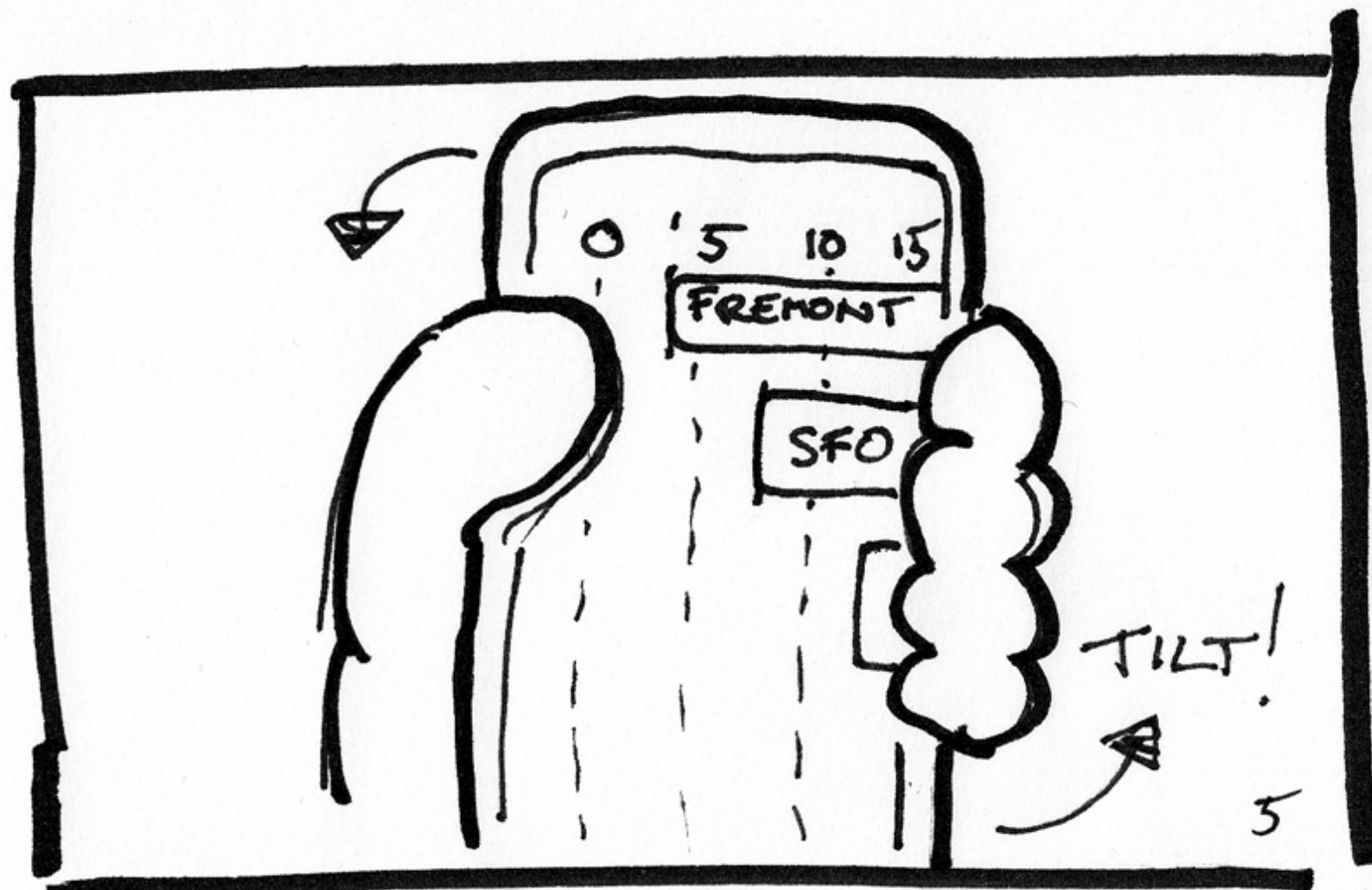
"I WONDER WHEN I'LL HAVE TO START WALKING DOWN HILL TO CATCH THE TRAIN..."



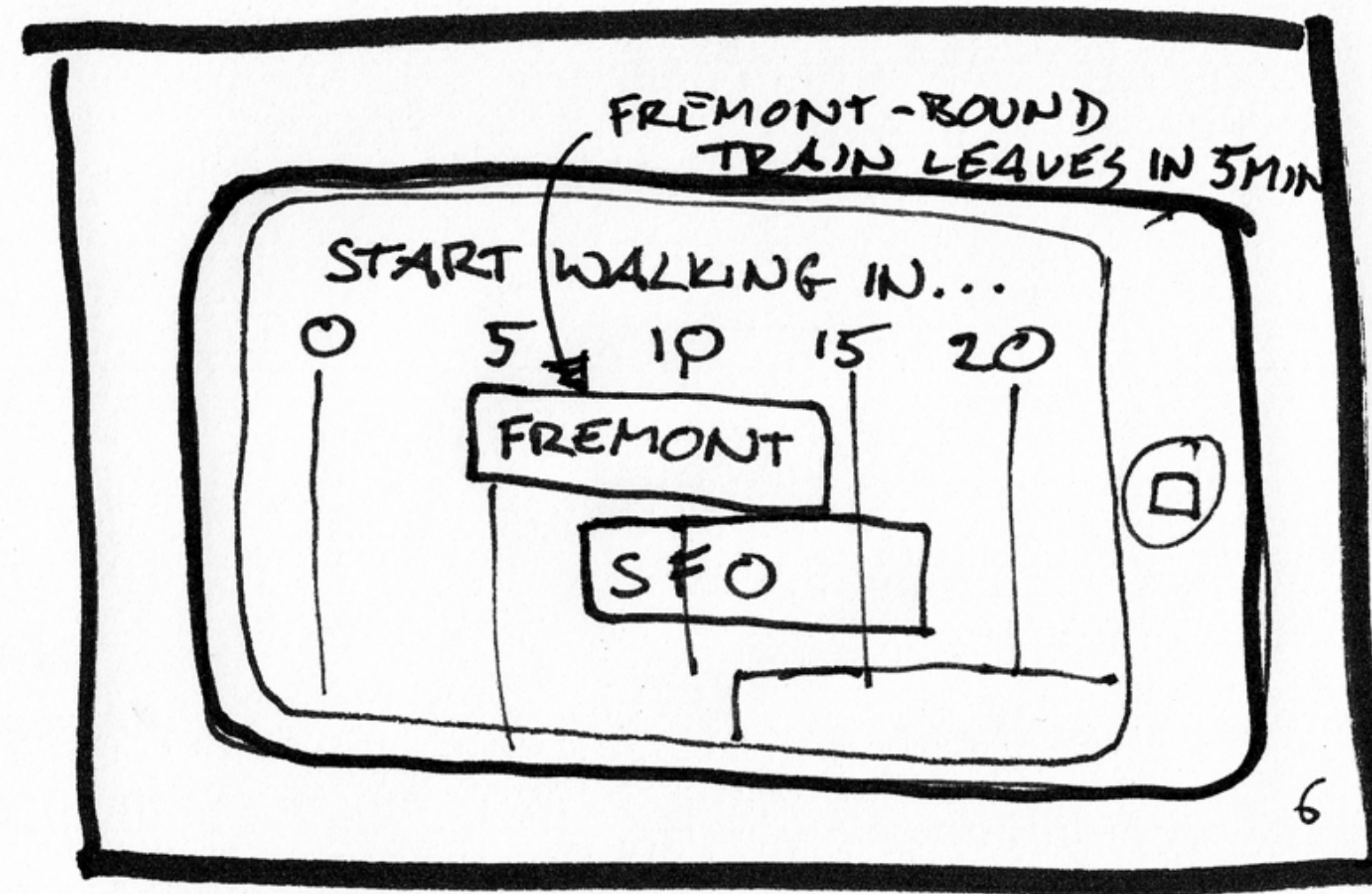
SO HE PULLS OUT HIS PHONE AND LAUNCHES THE "C.T.T." APP



USING DROPDOWN MENUS, HE SELECTS THE DOWNTOWN BERKELEY BART, AND 10 MINUTES OF WALK TIME



THE C.T. APP SHOWS A GRAPHICAL OVERVIEW OF HOW MUCH TIME TOM HAS LEFT. TO SEE MORE DETAIL, ...



... HE TILTS HIS PHONE TO LANDSCAPE MODE. HE HAS 8 MINUTES BEFORE HE HAS TO LEAVE...



ENOUGH TIME TO GRAB A QUICK ESPRESSO AT BREWED AWAKENING!

Critique this storyboard in two ways:

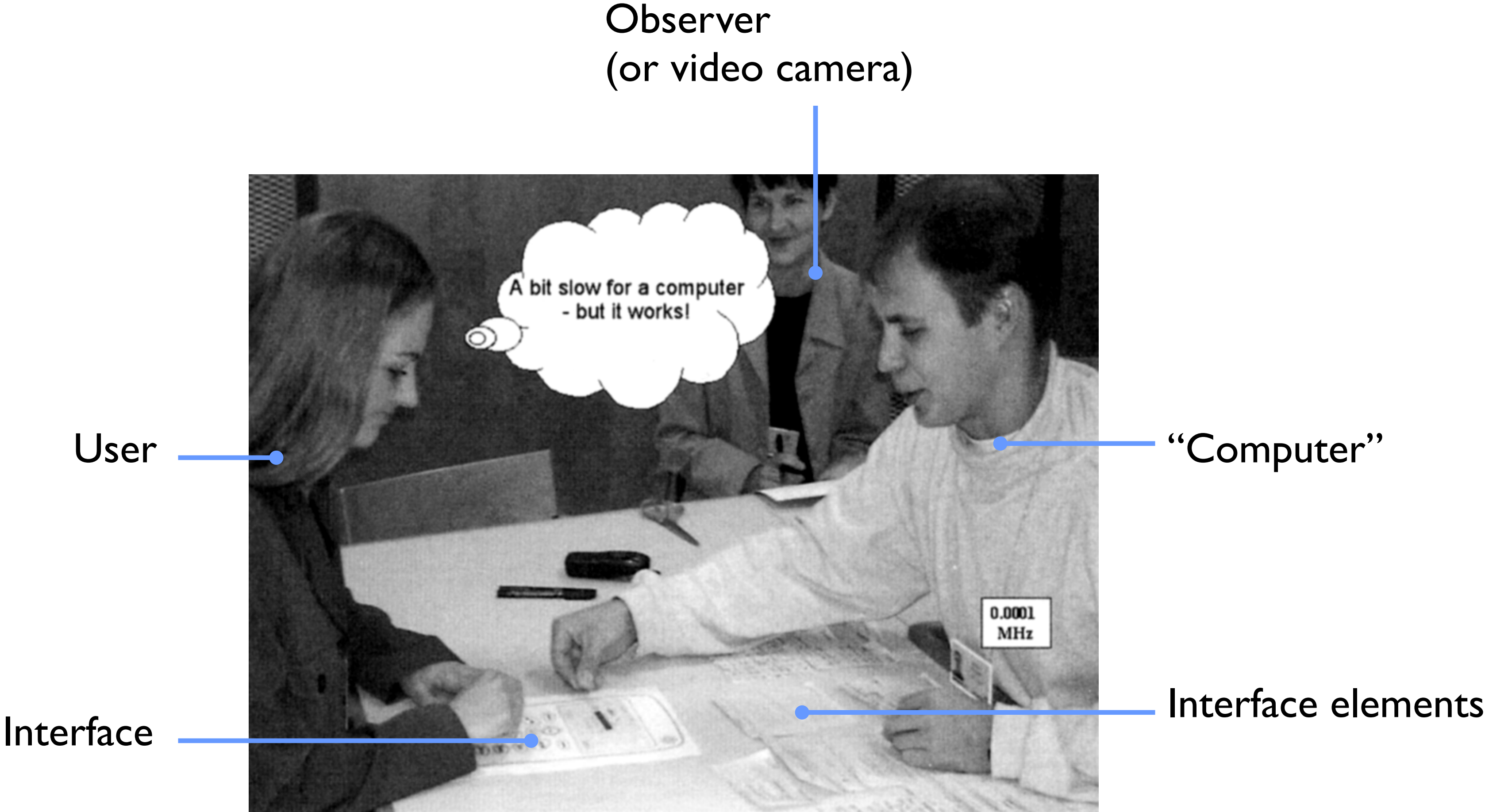
- Formally (i.e., how well does the storyboard itself convey the idea)
- Content (i.e., critique the application idea itself)





WIZARD OF OZ EXPERIMENTS

EVALUATION EXAMPLE: PAPER PROTOTYPE WALKTHROUGH



...how to copy
home screen
re-arrange the tiles
on your home screen

USER NOTIFICATION.

INPUT FIELD.

PRESSABLE BUTTON.









BREATHE