

Usage Scenarios

The usability of a product or service is determined by the ability of users to apply it.

Usage Scenarios provide designers and developers with concrete and meaningful information about how a user interacts with a product or service to achieve his or her goals.

Our Service

Akendi's experts create Usage Scenarios to guide the experience design process by identifying key relationships between individual tasks and activities. They also isolate the potential impact of the environment on a user's intended goals. Usage Scenarios help all project stakeholders to focus on end-user motivations and actions.

Outcome

Usage Scenarios provide a deep understanding of user activities in a concise and easily consumed format. Each scenario describes the specific steps carried out by a user and the context in which he or she acts. The scenarios provide designers, developers and other project stakeholders with a concrete and accessible means to make decisions about design, features and functionality.

Duration

On average, Usage Scenario projects range from three to six weeks in duration.

About Akendi

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer & user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

Our Usage Scenario Process

Define User Segments

- Determine users, their actions and the context in which they act

Identify User Tasks

- Capture their relationships, interdependence and timing

Identify Context of Use

- Environment and organizational

Create Usage Scenario

- Storyboard, poster, audiovisuals
- Day-in-the-life narrative

Benefits

- Provides in-depth understanding of how users actually interact with your product or service
- Conveys user tasks and contexts of use in a format that is easily understood by design and development teams
- Provides an accurate and validated understanding of "a day-in-the-life" of your target users
- De-risks design from its early stages by ensuring it aligns with the intended human experience
- Prevents the need for costly changes late in the development cycle or post-launch

Call for a Consultation

Learn how our user centred approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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Akendi

Intentional Experiences

WWW.AKENDI.COM



Usage Scenarios

Our Approach

Usage Scenarios are created after User Personas or User Profiles have been developed. We analyze user actions in terms what they do and where they do it by conducting stakeholder workshops and Ethnographic Field Research.

We will typically create two to three Usage Scenarios for each identified User Persona. Based on your organization's needs and style, the Usage Scenarios can be presented in formats such as story boards, PowerPoint slides, web pages and Flash animations.

Scenario 1) Organizing a Food Drive

Frequency: Daily Weekly Monthly Yearly

Impact: Minor Major Critical

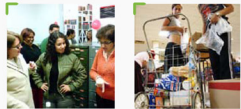
Description

Jen wants to use her social skills in the office to benefit her community. She visits the Daily Bread website on her lunch hour at work to co-ordinate a fall food drive. She needs to get the food drive information fast because she only has 4 lunch hours to learn put the food drive into motion, and motivate the office to donate.

“I have about a week to set up this food drive and get people motivated to participate. Each time I do this it gets easier, and more people participate.”

Activities

- Types in URL
- Reads about the issue of hunger
- Prepares what Daily Bread has been doing lately
- Prepares the paperwork for running the food drive
- Motivates staff with posters and emails
- Talks to security about where to put bins in the office
- Emails people to remind them the bins are there
- Checks if they are overflowing
- Double check pick up time with Daily Bread
- Emails staff to thank them



Context of Use

- She's in an office, sitting at her desk.
- Works for Disney, responsible for HR
- In a highrise, surrounded by other buildings
- Has an organized management style
- Corporate colleagues, she's the social one
- Knows there's a Daily Bread representative to help if she needs it.



Jen) Community Food Drive Organizer

Akēndi) User Research Project) Daily Bread Food Bank) Website) Version 1 [www.akendi.com](#)

Usage Scenario example