

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 and 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

- Understand environment and organizational use

Create Usage Scenarios

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

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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-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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USAGE SCENARIOS

OUR APPROACH

Usage Scenarios are created after User Personas or User Profiles have been developed. We analyze user actions in terms of 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, Usage Scenarios can be presented in formats such as storyboards, PowerPoint slides, web pages and Flash animations.

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Jason – Field Service Engineer
Customer Service

“I need to get this client up and running ASAP, before this becomes a problem”

Scenario

A customer has been escalated up through the support channels and Jason has been dispatched to fix an identified hardware problem.

Frequency

Weekly

Business Impact

Mission Critical

Context of Use

- > Secure manufacturing facility
- > Jason must be signed in and escorted at all times when on premises
- > Noisy environment
- > Jason must wear a radiation counter
- > Each time he visits the site, Jason must spend 15-20 minutes in a safety procedures briefing before being allowed access to the floor.

Flexibility

Limited by geography, Jason is assigned client visits based on location and severity of the problem.

Discretion of Use

None
Jason must use the software to ensure that the system is functioning correctly.

Usage Scenario example

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