

Design *Thinking*: Ideation Scenarios

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Scenario - fiction or not?

- novels
- theatre
- films
- brief description of an event
- status-quo (in newspapers)

- Scenario = Setting

play through

repeat

draw

develop

Scenario

occur

describing

thinking

imaging

Scenario Design Thinking

- A written outline of a film, novel, or stage work giving details of the plot and individual scenes.
- **A postulated sequence or development of events.**
- A setting, in particular for a work of art or literature.

en.oxforddictionaries.com

- Beschreibung, Entwurf, Modell der Abfolge von möglichen Ereignissen
- oder
- der hypothetischen Durchführung einer Sache.

[Duden.de](https://www.duden.de)

Scenario

- if ... then ... [else]

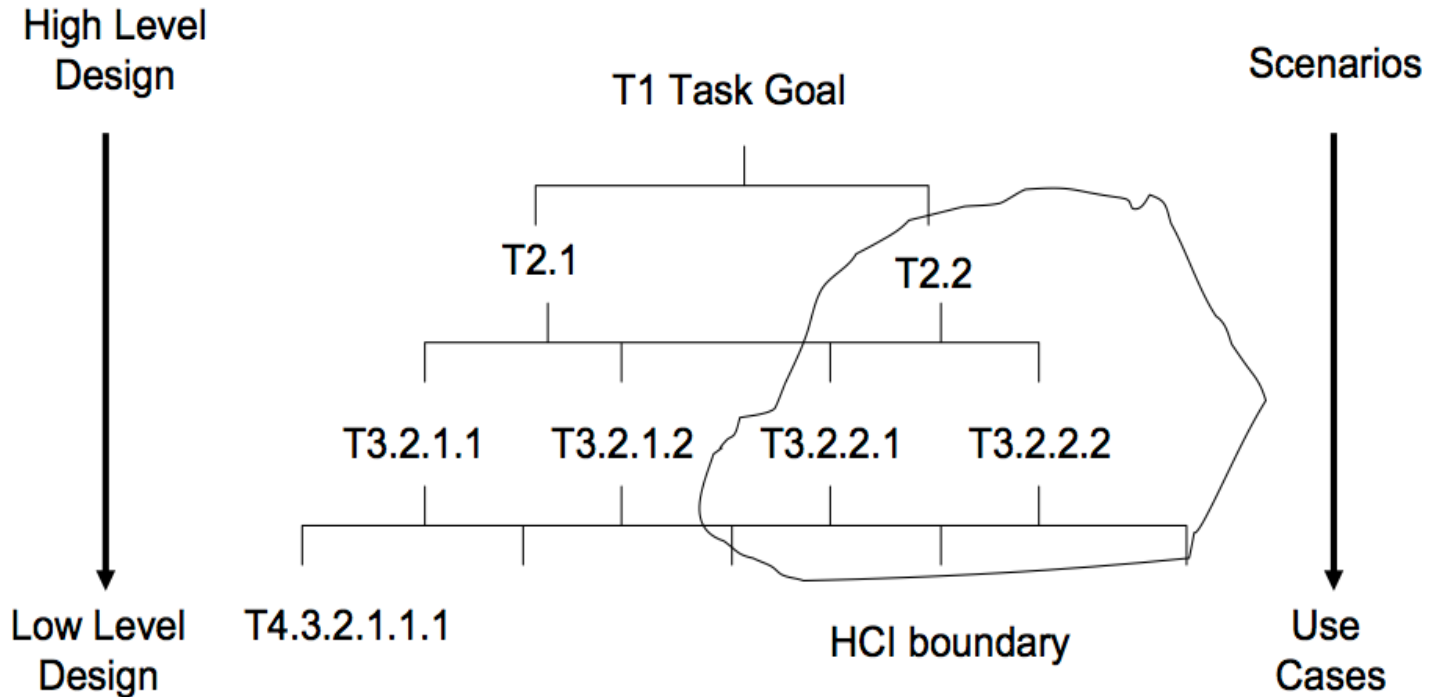
Scenarios are used for & by

- Military
- Business Planning
- Decision Making
- User Needs Analysis
- Usability Engineering

Goals for IT / User Centered Design

- Plan the USE, not the IT
- Involve (non-technical) User
- Common Goals
- Design to-be system

Scenarios vs. Use Cases



Scenarios vs. Use Cases

Scenarios

- describe different aspects
- are idea-generators

Use-Cases

- describe a full system
- can be seen as a contract

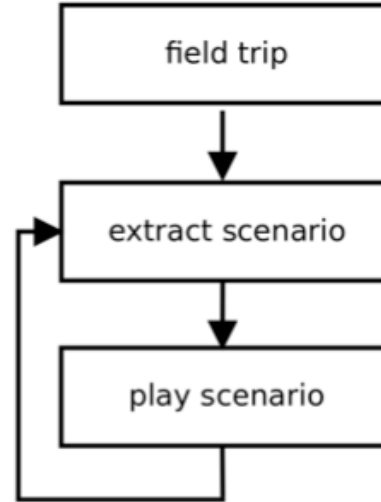
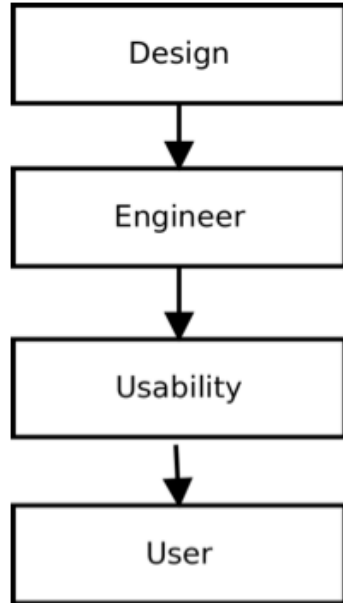
A Scenario needs

- preconditions
- context
- background information
- actors (with skills)
- interacting tools and objects
- sequence of actions with a goal

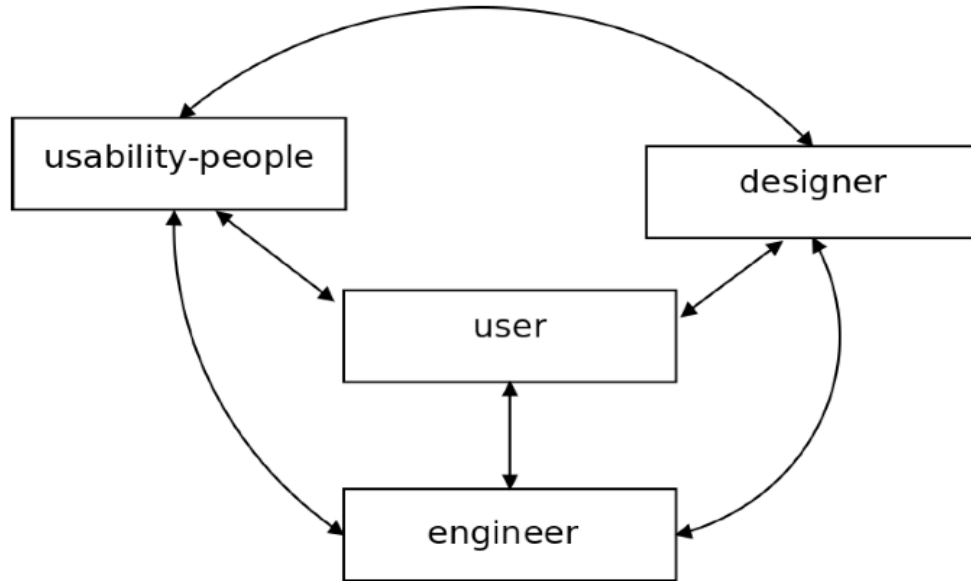
Disadvantages of Scenarios

- no existing template
- misinterpretation
- system-functions not directly derived
- not complete
- must be used often

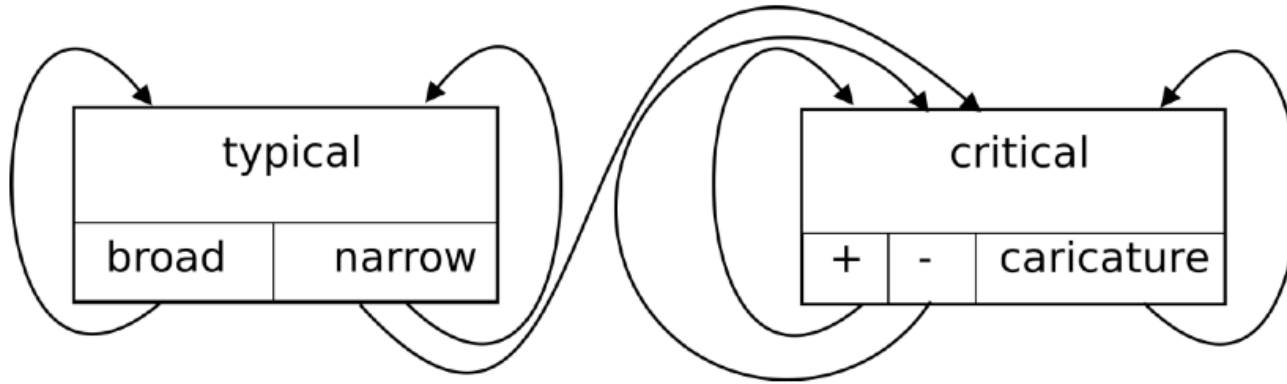
Scenario Cycle



Scenario is User Centered Design



Types of Scenarios



Work-flow of Scenarios

- film or videotape (real env.)
- get right moments (real env.)
- select scripts and stories
- start wide, get narrow (scenario)
- get critical, get absurd (scenario)
- iterate

Example (Benyon, 2010)

- RATIONALE:
- This scenario has been developed as part of the prototype P0 deliverable. It is intended to provide a rich description of a general context of use of the Home Information Centre (HIC). The scenario is deliberately vague with respect to a number of features such as input and output media and modalities, how the content is provided, etc., in order to stimulate discussion about such things. More concrete forms of the scenario are expected to be produced to illustrate a range of media/modalities. The scenario is also intended to provide a rich source of data so that issues concerning the semantics of the information space may be considered.

Example:

- - Jan and Pat are a couple in their mid-thirties. Pat is a university lecturer in Cultural Studies and Jan is an accounts manager at Standard Life insurance. They live in the Stockbridge area of Edinburgh in a two-bedroom flat overlooking the river.
- – It is 12.00 noon on 15 August. Jan and Pat are sitting in their large, airy kitchen/dining room. The remains of pizza and mixed salad mingle with a pile of newspapers on the kitchen table. Jan and Pat have recently returned from a holiday on the island of Zante and, apart from checking their e-mail, have not gone back to work. They decide that they would like to go to see one of the events that is happening as part of the Edinburgh Festival.

Example ff.

- - The Edinburgh Festival is a large arts festival that takes place in the city for three weeks in August. It consists of two arts festivals, the Edinburgh International Festival and the Edinburgh Festival Fringe – a book festival, a film festival, a jazz festival and a variety of related events (...)
- – Jan activates the HIC and chooses ‘Edinburgh Festival.’ The HIC connects to the different content providers who are registered as providing content about the festival. The display shows five categories of information – Times of Events, Specific Artists, Specific Events, Specific Venues, Types of Events – a catalogue and a query facility
- – ‘What sort of thing do you fancy doing?’, asked Jan. ‘Hmmm, something funny, perhaps’, Pat replied. ‘Richard Herring, maybe, or Phil Kay? Stewart Lee? I guess we ought to check out the International Festival as well.’ Jan entered the query ‘What do we have for Richard Herring, or Stewart Lee...

Assignment in the course

- Develop, play through and analyze 2 (detailed) scenarios per group
- Iterate each scenario as worst-case / best-case
- One prototype design-proposal for each scenario
- Each scenario is described in full (goal, context, prerequisites, actors, interactions and processes) including it's development and discarded ideas
- Each scenario has one hand-drawn sketch including a descriptive text of the prototype design-proposal
- 3-5 pages PDF (excluding the title-page)

Thank you.

- Further reading and references:
- S. Bodker: Scenarios in user-centred design - setting the stage for reflection and action, 2000
- John M. Carroll (2000): Making Use – scenario-based design of human-computer interactions. MIT Press
- Mary Beth Rosson, John M. Carroll: Usability Engineering - Scenario-Based Development of Human-Computer Interaction, Academic Press 2002
- David Harel, Rami Marelly: Come, Let's Play - Scenario Based Programming; Using LSC and the Play-Engine
- John M. Carroll, Mary Beth Rosson: Getting Around the Task-Artifact How to Make Claims and Design Cycle: by Scenario, 1992
- Thomas Herrmann: Gestaltung von soziotechnischen Informationssystemen - Scenario-based Design und Story telling, Ruhr Universität Bochum, 2011
- Thorsten Hovenga: Gestaltung von soziotechnischen Informationssystemen - Scenario-Based-Design
- Andreas Butz, Florian Echtler: Mensch-Maschine-Interaktion 1