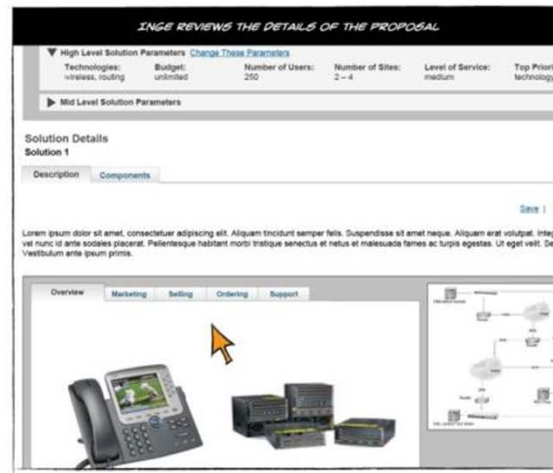


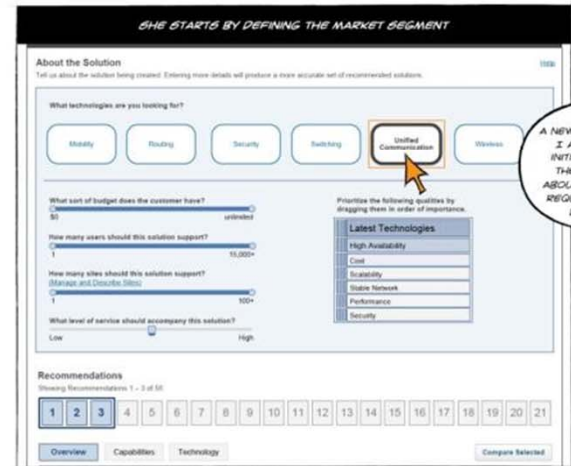


GREAT! EVEN WITH A FEW ROUGH OUTLINES, THE CISCO TOOL ALREADY SUGGESTS USEFUL OPTIONS, AND HAS INCLUDED THE ONE THAT I USE FREQUENTLY.

LET ME CHECK OUT SOLUTION 1



YES, THIS LOOKS GOOD. I AM GOING TO REGISTER THE DEAL, AND PASS THE PROPOSAL ON TO CONOR FOR MORE DETAIL....



SINCE THIS IS A NEW LEAD FOR OUR COMPANY, I AM GOING TO CREATE AN INITIAL PROPOSAL BASED ON THE INFORMATION WE GATHERED DURING THE MEETING.



Scenarios, Storyboards, and Wireframes

Jon Kolko
Professor, Austin Center for Design



Scenarios

Creating a written story that explains how a person will use a product, service, or system to achieve a goal.

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A GOOD SCENARIO/

1. Acts as a bridge between an initial design idea or problem, and a solution
2. Advances the fidelity of an idea
3. Stands on its own, without explanation
4. Does not prescribe interface elements in any great detail
5. Includes a rich description of a person
6. Includes a rich description of a goal
7. Is **credible**

Writing Scenarios

1. Identify the people involved.

What are their names?

Where do they work?

What level of technical experience do they have?

What level of technical competence can you assume with this system, specifically?

It's often helpful to write a three or four sentence introduction to each person, describing their background and helping to humanize them.

Writing Scenarios

2. Identify the starting state/context

Where will the people using your system be, physically, when they encounter it?

What state is the actual product or service in when they first acknowledge it?

Writing Scenarios

3. List the goals a user may have, as they pertain to your product or service.

A goal is about a fundamental want, need, or desire that is presently unattained.

Goals rarely change, even as technology progresses.

For example, when using a printer, my goal is not “to print” – it is “to communicate my intent to other people when I’m not there through a lasting artifact.”

List as many goals as you can think of.

Writing Scenarios

4. **Prioritize the goals, based on your understanding of your users.**

Stack rank the goals, putting them in order from “most important to achieve using this system or service” to “least important to achieve using this system or service.”

Writing Scenarios

5. Craft stories.

Using the people, context, and goals as a starting point, craft a narrative that explains how a person will use your system to achieve their goals. Don't try to achieve all goals in a single epic story; instead, create multiple stories, one for each goal. Keep the conversation at a high, behavioral level, rather than a low, user interface level:

Good

Fred grabs his phone. He opens the beer-finding app, and locates a beer nearby. He chooses to have it delivered, enters his payment information, and completes his order.

Bad

Fred grabs his phone. He tabs the beer-finding app. He taps the zipcode input box, and the onscreen keyboard appears. He taps the numbers for his zipcode, and then taps "find beer." An hourglass appears on his screen, and after several seconds, search results begin showing up....

Scenarios – Recap

Creating a written story that explains how a person will use a product, service, or system to achieve a goal.

A GOOD SCENARIO/

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WRITING SCENARIOS/

1. Identify the people involved.
2. Identify the starting state/context
3. List the goals a user may have, as they pertain to your product or service.
4. Prioritize the goals, based on your understanding of your users.
5. Craft stories.

Let's try it..

Storyboards

Sketching a comic-book style visualization of your written narrative, to illustrate scenes and screens.

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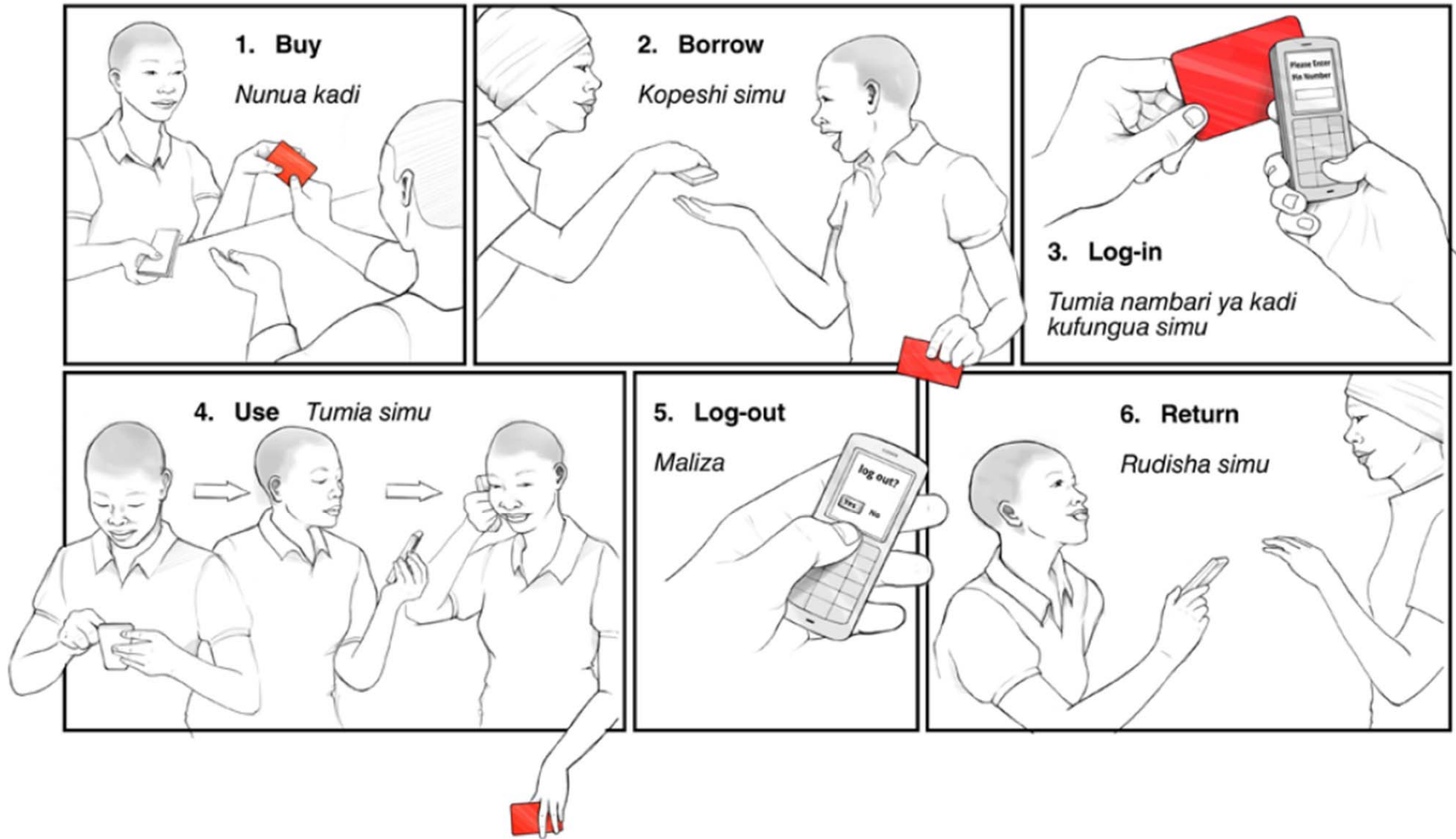
A GOOD STORYBOARD/

1. Emphasizes screens over scenes
2. Advances the fidelity of an idea
3. Stands on its own, without explanation
4. Dedicates one panel to one idea, and uses panels generously

MXShare Testing Assets: Concept Storyboard

Used by the frog research team to explain the concept to users

Ideally used by the Movirtu small business owner to explain the concept to customers.

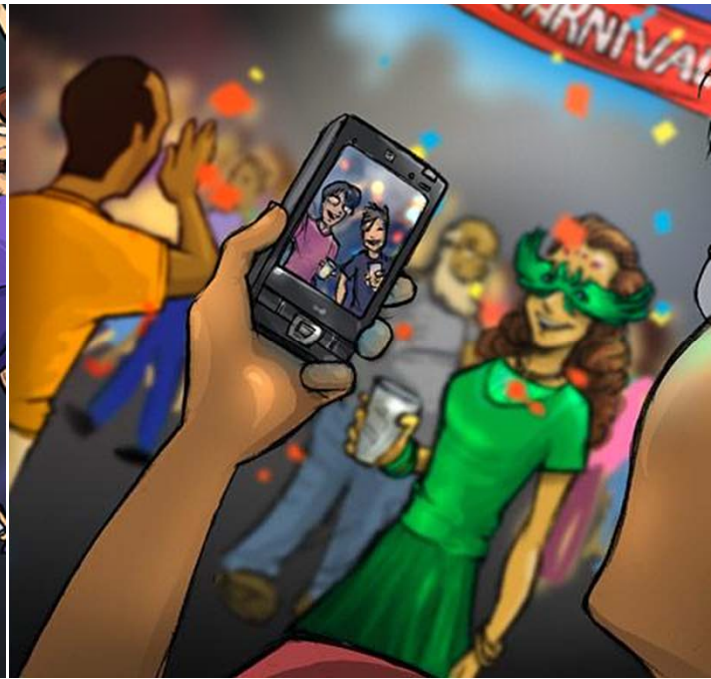




s packing for
n; he's going to
ras, where he's
g on meeting
ends.



As they wander the streets, they keep bumping into new and interesting people – and because they have our software installed, they are able to both find new parties, and log the experiences they have easily and seamlessly.



When Melvin's having a particularly interesting time at a party, he grabs his phone and posts it at the crowd. A number of the people at the party start to crowd around..

Sketching Storyboards

1. Sketch the frame.

Each sentence in your scenario becomes a frame in the storyboard. Using your scenario as a starting point, draw empty boxes (approximately 4" x 4") for each sentence. Number the boxes.

Sketching Storyboards

2. Transfer the scenario.

Directly below each box, write the sentence from your scenario.

Sketching Storyboards

3. Sketch.

Inside of each box, sketch what happens in the scenario.

When you sketch people, emphasize their hands and eyes.

When you sketch human touchpoints, show both humans in the frame at once.

When you sketch digital products, first introduce the product in context (in someone's hand), and then sketch what the user actually sees on the screen.

Sketching Storyboards

4. Enhance with selective use of color.

Use color only to make a point – to emphasize a particular element in each frame (such as a device or handoff of information), or to differentiate characters from one another.

Storyboards – Recap

Sketching a comic-book style visualization of your written narrative, to illustrate scenes and screens.

A GOOD STORYBOARD/

1. Emphasizes screens over scenes
2. Advances the fidelity of an idea
3. Stands on its own, without explanation
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WRITING STORYBOARDS/

1. Sketch the frame.
2. Transfer the scenario.
3. Sketch.
4. Enhance with selective use of color.

Let's try it..

Wireframes

Creating a visual representation of a user-interface, abstracted to show behavior and controls instead of color or emotion.

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Creating a visual representation of a user-interface, abstracted to show behavior and controls instead of color or emotion.

A GOOD SET OF WIREFRAMES/

1. Advances the fidelity of an idea
2. Stands on its own, without explanation
3. Describes *every* control
4. Uses actual content, not “filler” or “placeholder” content
5. Uses space in a realistic manner

Forums are searchable.

Anonymity is recommended since forums are public.

Living FAQ provides a way of voting questions up and getting them answered by experts.

Groups of patients can request a "spotlight" web chat with a doctor on a specific topic.

Find a PenPal is a way of extending Cleveland Clinic's existing Buddy Program, and connect patients one to one with someone who shares their needs or interests.

PATIENT FORUMS communities for the patients we know best.

Pediatric Epilepsy Solid-tumor Urologic Oncology VonLippel-Lindau

DOOSE SYNDROME (MYOCLONIC-ASTATIC EPILEPSY)

Threads Dear Dr. Tuxhorn Living FAQ SPOTLIGHT WEB CHATS >

Q: Is Doose Syndrome hereditary? Someone told me that epilepsy can run in families. Is that true? No one in our family suffers but my son.
 posted by chachamonny May 13, 2010 4:07pm

A: We have two types of epilepsy at our house. My husband and our daughter.
 posted by sinoways May 13, 2010 7:19pm

Clinician Response

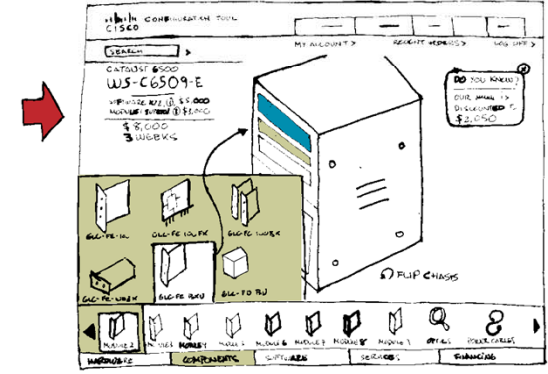
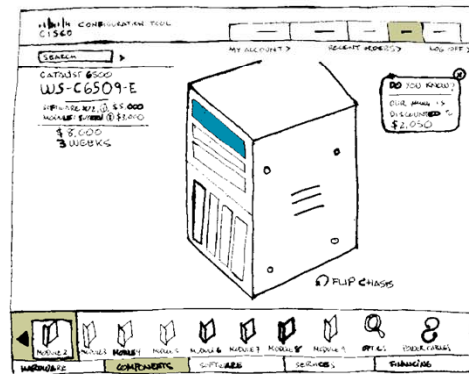
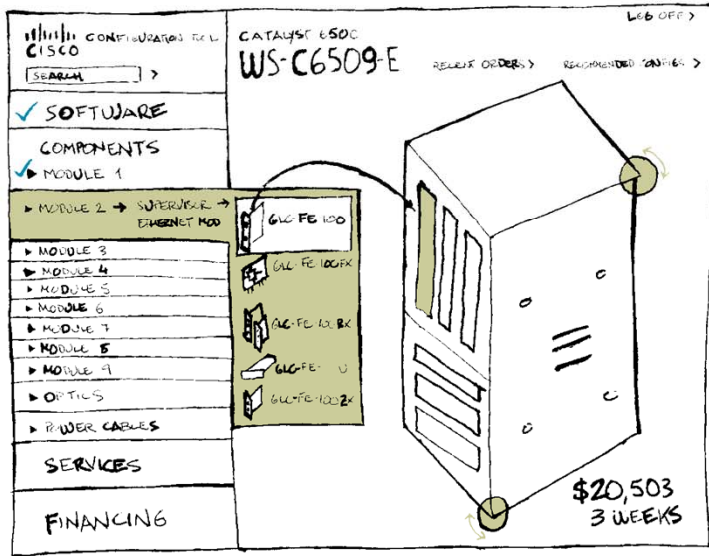
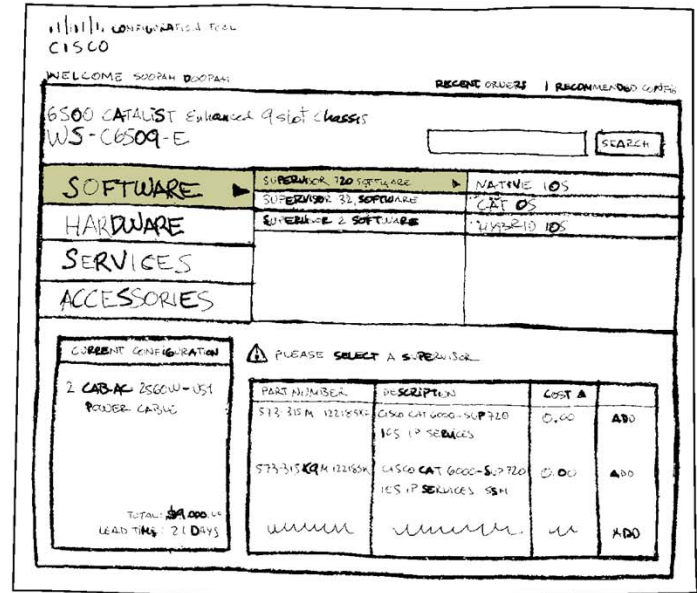
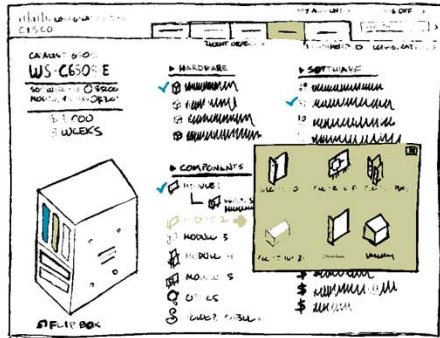
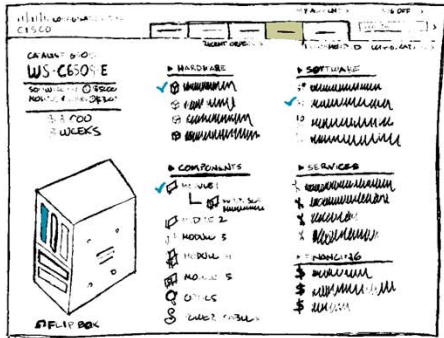
A: Many types of idiopathic epilepsy are genetic. In a recent study in Germany it was determined....
 posted by Dr. Ingrid Tuxhorn May 14 6:58am

SUMMER BOOK GROUP:
 The Spirit Catches You and You Fall Down. by Sin
 live web discussion: Thursday June 10th
 Register to join us.

Our Epilepsy Journey
 read other patients stories

WEDNESDAY: spotlight without
 "New thinking for patients on the ketogenic diet."
 with Dr. Kalanathi

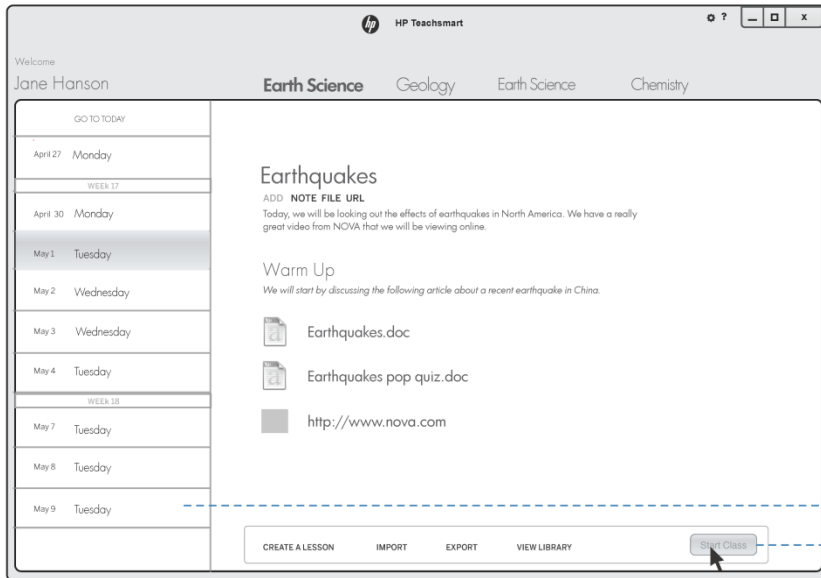
Clinical Trials Research
 Find a "PenPal"



Core Application User Flows

Flow: 4.7 Start a Class - continued

Step 2 Press the Start Class button



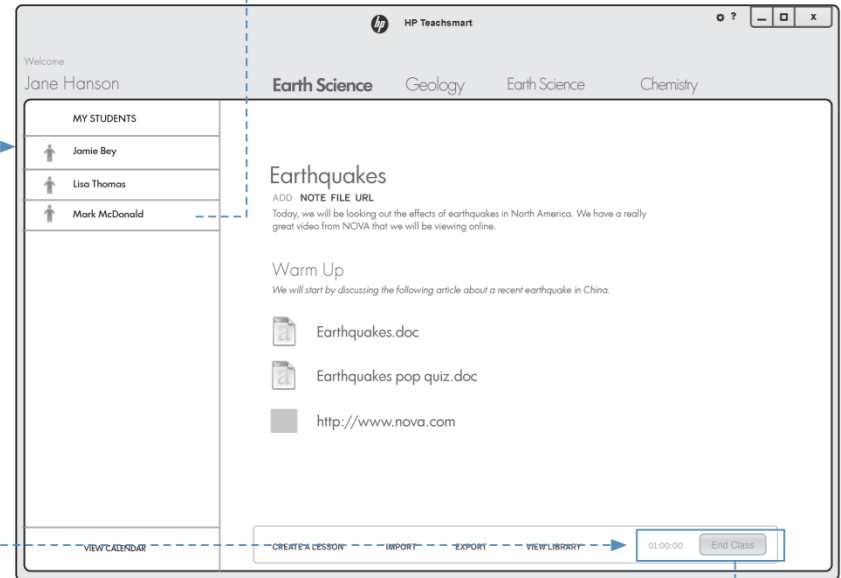
At this moment the application transitions from the Plan view to the Teacher view. The Calendar sidebar transitions to the Student panel.

SEE: RULE 4.6 Teacher and Server Authentication

RULE: Start Class turns on student machines if off and allows students to login.

SEE: Student - Teacher / Login - Logoff Workflow in the Appendix.

Step 3 Teach



As students log on they appear in the student panel and sort alphabetically

Calendar Transition to Student Panel

When the teacher presses the Start class button a countdown timer begins counting down the time left in class and the button changes to the End Class button.

Start Class button changes to End Class

Worldwide | change | Welcome, Taryn Esperas | Profile | About Cisco

CISCO

Solutions | Products & Services | Ordering | Support | Training & Events | Partner Central

Ordering

Commerce Workspace Home

Home | Feedback

WARNING: System Downtime: The system will be undergoing routine maintenance and will be down on 1/1/2007 from 8AM PST to 8PM PST [Less](#)

Welcome
The Cisco Ordering site has been redesigned. This Commerce Workspace has been created to facilitate your Configuration, Quoting, and Ordering tasks. Additionally, you may create custom views to create a personalized information dashboard. More about the Cisco Commerce Workspace. To get started, create your Commerce Workspace profile and preferences here. [Learn more](#)

Quick Start

Create Deal | Create Configuration | Create Order

View All Deals | View All Configurations | View All Orders

Find Hardware, Software, and Services

Enter a hardware, software or service name or SKU

Enter name or SKU | Search | Choose Products

Workspace Search

Enter a term and choose a record type to locate a specific Commerce Workspace record. Basic | Advanced

* Required Field
Choose Category: Deal | Choose Field: Deal Name | Enter Search Term: | Search | Clear All

Deals

Deal Name	Deal ID	Deal Customer	Status	Next Partner Action	Deal Expiration	Formation Name	Created by
NYSE Phone system	9238332	Gap Inc.	Quoted	Convert Quote to Order	01 Jan 2008	OIP - Registered ...	M. Murphy
Switches in Houston	2834981	Viaco	Ordered	Quality Deal	31 Dec 2007	OIP - Gold - PP ...	K. Anpu
Switch Replacement	2834992	AMC Theaters	Approved	Submit Quote for Approval	31 Dec 2008	AT OIP - MOU ...	S. Nithulath
VPN System in NYC	3489320	Goldman Sachs	More Informal ...	Submit Deal for Qualification	31 Dec 2007	OIP - SuccessBu ...	Y. Chen
Wireless Solution	2459220	Conde Nast	Approved Not ...	Quality Deal	31 Dec 2007	OIP - Registered ...	H. Bazzani

[View All](#)

Configurations

Configuration Name	ID	End Customer	Last Modified	Status	Created by
Option A Revman	2283741	Revman Industries	01 Jan 2007	Complete	M. Collins
Option B Revman	8999194	Revman Industries	31 Dec 2006	Complete	K. Rojas
Server upgrade	2834021	Pfisco	31 Dec 2006	Incomplete	M. Collins
Replacement for recall	2834023	FedEx	31 Dec 2006	Incomplete	S. White
1st pass on SF Samsung	2469202	Samsung	31 Dec 2006	Complete	M. Lepidas

[View All](#)

Orders

Order Name	Sales Order ID #	End Customer	Purchase Order #	Expected Ship	Deal Expiration	Deal ID	Status
NYSE Phone system	9238332	NYSE	PO-82398	01 Jan 2008	20 Dec 2007	9238332	Unsubmitted
Switches in Houston	2834981	Exon Mobil	XJ-349-20	31 Dec 2007	16 Dec 2007	2834981	Cancelled
Switch Replacement	2834992	Ford Motor	WKA200-1	31 Dec 2007	15 Dec 2007	2834992	In Progress
Hold ID - Blade Solution	2338732	Verizon Commu...	231431	07 Apr 2008	20 Feb 2008	8865045	In Progress
VPN System in NYC	3489320	Wak-Mat	92384020	31 Dec 2007	12 Dec 2007	3489320	Pending App

[View All](#)

Notifications

Date	Event	Subject	Method	Deal ID	ID	Purchase Order #	Sales Order ID #
06 Jan 2008	Share	Disabold Deal ID # 2200053327 converted to an order	Email	9238332			
06 Jan 2008	Order approved	JobSite order confirmed	Email			PO-239182	2834981
05 Jan 2008	Deal Connected	"Phoney Server Upgrade" for Exxon Mobil converted	Email				2834992
05 Jan 2008	Share	Gap added service plan to "Open Office Falls Serv...	Email				3489320
04 Jan 2008	Order approved	"Order Approval" status update on "Goldfish Server"	Email			XSP-14	2459220

[View All](#)

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Welcome
This text in this portlet will be dynamic. It will change with the longevity of the user. Cisco will be responsible for feeding this text, but content must always be relevant to Workspace, providing updates, guiding text, and do-you-know information.

Note for Cisco
Remember to add a link to our old tools current found on the "ordering root" page.

Links to 76.11.1.b.0.0 Workspace Preferences

Links to 25.3.1.0.0.0 Create Deal
Links to 9.2.1.0.0.0 Create Configuration
Links to 45.4.1.0.0.0 Create Order
Links to 6.3.0.0.0.0 Deals
Links to 8.2.0.0.0.0 Configurations
Links to 44.4.0.0.0.0 Orders

Minimizes Portlet

Workspace Search
For details on the Search functionality & experience see pages:
1.1.0.3.0.0 Search Portlet Controls
1.1.0.8.0.0 Search Interaction 1
6.1.0.9.0.0 Search Interaction 2
6.1.0.10.0.0 Search Interaction 3
6.1.0.11.0.0 Search Interaction 4
7.1.0.12.0.0 Search Interaction 5

For details on the Deals Portlet functionality see page
2.1.0.4.0.0 Deals Portlet Controls

Links to noted Deal Record

Links to 6.3.0.0.0.0 Deals

For details on the Configurations Portlet functionality see page
3.1.0.5.0.0 Configurations Portlet Controls

Links to noted Configuration Record

Links to 8.2.0.0.0.0 Configurations

For details on the Orders Portlet functionality see page
4.1.0.6.0.0 Orders Portlet Controls

Links to noted Order Record

Links to 44.4.0.0.0.0 Orders

For details on the Notifications Portlet functionality see page
5.1.0.7.0.0 Notifications Portlet Controls

Links to 63.6.0.0.0.0 Notifications

Populates a Message Modal

Links to (undefined)

Links to (undefined)

For details on the Less/ More widget and System Messaging Portlet functionality see page 1.1.0.2.0.0 System Messaging Portlet Controls

Learn More
This link goes to a separate page introducing the new Commerce Workspace, possibly with a flash based introduction.

Links to 64.7.0.1.a.0 Product Selector

Links to 64.7.0.1.a.0 Product Selector

Links to 1.1.0.1.0.0 Workspace Home - with Advanced Search Portlet

Page refreshes. Portlet dropdown options reset to "Deal" and "Deal Name", Enter Search Term field clears, all advanced search options (if any were selected) are cleared.

Depending upon the selection of Deals, Configurations, Orders or Notifications in the first dropdown box, the Search button respectively links to:
6.3.0.0.0.0 Deals
8.2.0.0.0.0 Configurations
44.4.0.0.0.0 Orders
63.6.0.0.0.0 Notifications

Sort functionality on portlets
The default sort setting for information populated within the portlet is by the Deal ID, ID, Sales Order ID #, or Date for the Deal, Configuration, Order or Notification portlets respectively, with the most recent records at the top of the column. The user can reverse this alpha or numeric sort at any time by clicking on the header. Or the user can change the sort altogether by clicking on another header.

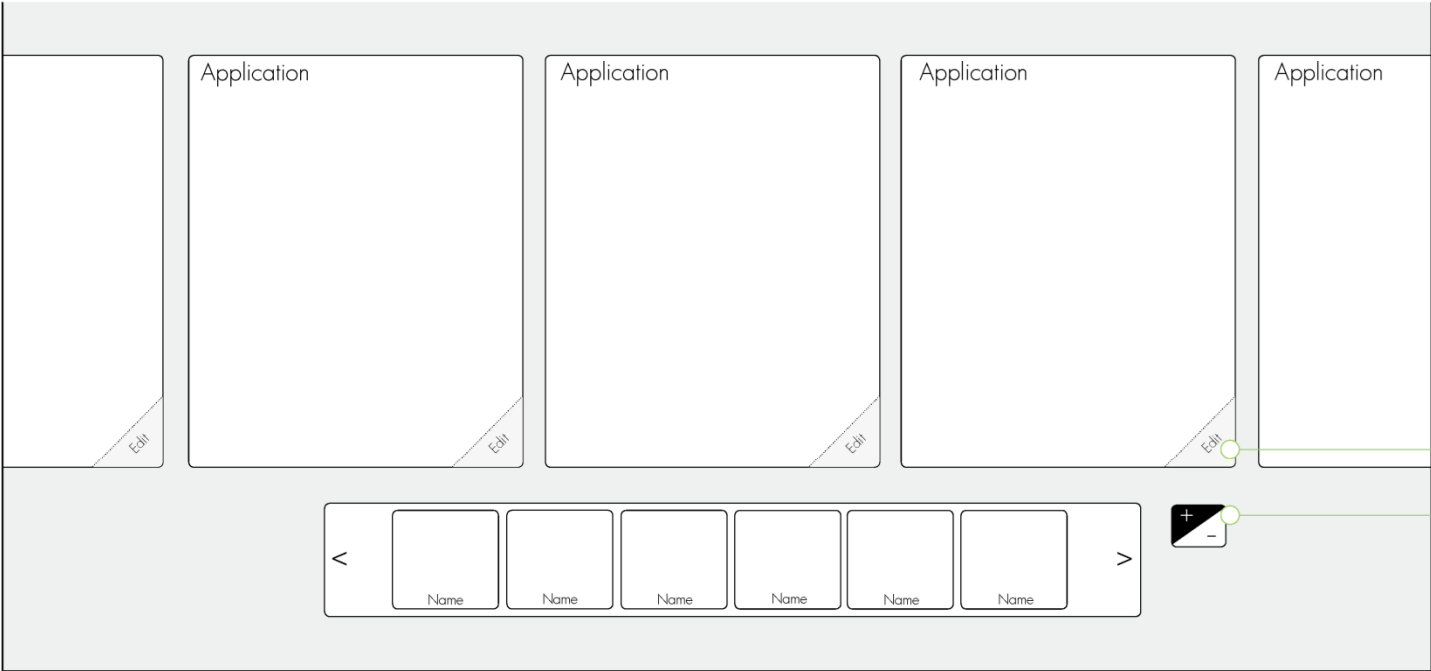
NOTE: These are localized sorting actions, rearranging the rows seen to the user, not putting data from their entire Deal, Configuration, Order or Notification database.

Populates Hold information in a modal

Links directly to noted Record

Workstream Two: Personalize, Entry Point

Style Two: Minimal, and Individual Entry



STYLE TWO:
The user can easily tap the Edit button in the bottom right corner of any infoview that is "active". If they want to add or remove infoviews, they can press the single button to enter an infoview management view.

Tapping "Edit" opens a modal experience that allows easy customizing of individual applications and infoviews.

A single button enters into an infoview management section of the interface, where the user can add or remove infoviews.

3.2 Store Overview (Hub #1)

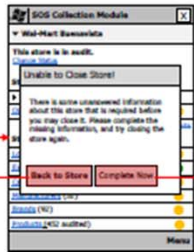


3.2 Store Overview (Hub #1) Menu Open State



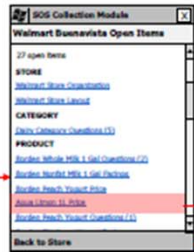
In this flow, all of the information required to complete the audit has not been completed. If the user had completed all of the required information, closing Close Store would display 3.2.3 Close Store.

3.2.1 Incomplete Audit Dialog



The auditor can opt to return to the store overview and resume their audit or select 'Complete Now' which will lead them through a sequenced flow that guides them through all open items.

3.2.3.2 Open Item List



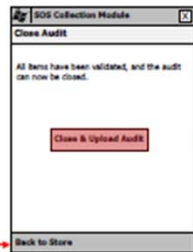
This is a complete list of all items that have not been completed in the audit. The auditor can select any item.

3.2.3 Variables Data Collection (Price)



The required variable or question is displayed. The auditor can move sequentially through all the required items or return to the open item list and move through open items in a non-linear manner.

3.2.3 Close Store

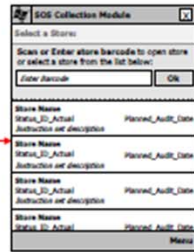


After all questions and variables have been answered, the Close Audit screen will be displayed. Clicking 'Close & Upload' will start the upload process.

3.2.3 Processing Upload



3.2 Store List



When the upload is complete, the Store List screen will be displayed.

PROFILE1.8 Quick-Add Tiles - Work Experience

Overlaid



Show

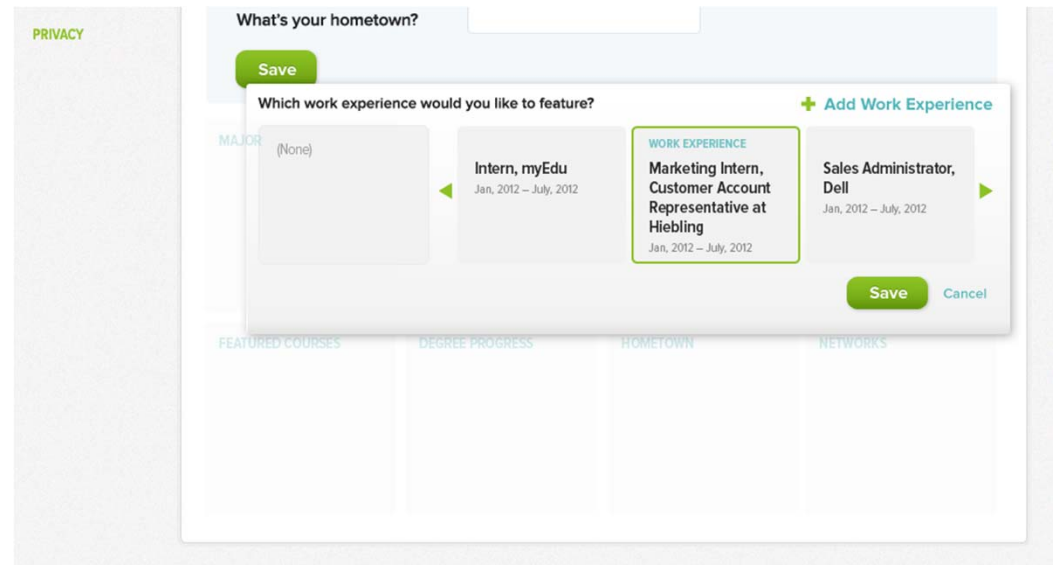
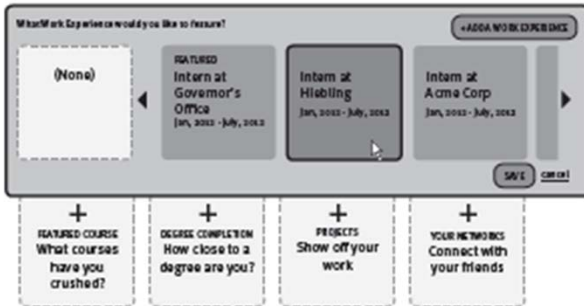


Click, Not Yet Set

If the student has not yet added any work experience, load PROFILE1.8

Add a Work Experience loads PROFILE1.8A

Click, Already Set



Creating Wireframes

1. Start with your scenarios and storyboards.

Using the storyboards as a starting point, sketch a loose wireframe for each screen the user will encounter. Acknowledge that this is a scrap copy and will be thrown away.

Consider elements that show up on every page (navigation, framing devices) as anchors for understanding, and make sure that the user can understand where they are, where they've been, and where they're going.

Creating Wireframes

2. Sketch the story again.

Redraw the entire flow, increasing your attention to detail. Make your lines crisper and stronger, and make sure things line up clearly.

As you redraw the flow, begin to notice paths that haven't been clearly defined – buttons, links, or controls that “lead nowhere”. Make a list of these dead ends.

Creating Wireframes

3. Sketch the dead ends.

Draw the screens that don't exist. This will force you to extend your scenario; at this point, you no longer need to conform to the story, as you are completing the designed system.

Creating Wireframes

4. Refactor and revise the flow.

Look at the entire set of wireframes, arranged on the wall in front of you.

Are there elements that you didn't account for on some screens, that became important on other screens?

Is the navigation consistent?

Will someone know what to do on each screen?

Can someone find their way back?

Redraw the entire set of wireframes, again.

Level of effort & fidelity

Key pages, functions, and states
Few or no annotations
Simple wires, few details

All pages, including edge-cases and errors
Full annotations (“detailed specification”)
Complicated wires: all content, all features, all details, etc.

Early stages of design
Simple product or service
Small quantity of stakeholders
Control over implementation

Final stages of design
Complex (“large”) product or service
Large quantity of stakeholders
Limited or no control over implementation

Fast and Cheap
Lack of planning can be detrimental later

Slow, tedious, and expensive
Forces thought for every design detail

Wireframes – Recap

Creating a visual representation of a user-interface, abstracted to show behavior and controls instead of color or emotion.

A GOOD SET OF WIREFRAMES/

1. Advances the fidelity of an idea
2. Stands on its own, without explanation
3. Describes *every* control
4. Uses actual content, not “filler” or “placeholder” content
5. Uses space in a realistic manner

CREATING WIREFRAMES/

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2. Sketch the story again.
3. Sketch the dead ends.
4. Refactor and revise the flow.

Let's try it..

ac4d

Jon Kolko
Director, Austin Center for Design
jkolko@ac4d.com

Download our free book,
Wicked Problems: Problems Worth Solving,
at <http://www.wickedproblems.com>