

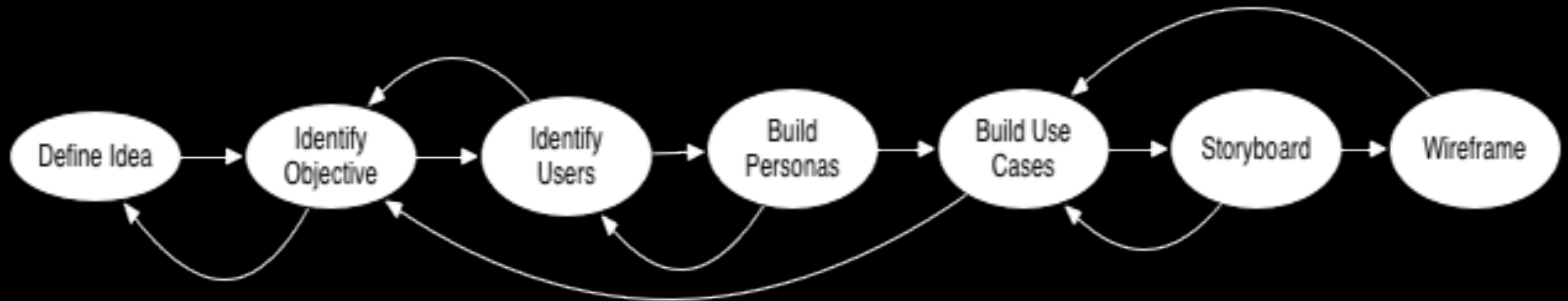
Still Thinking About Users

Needs Requirements Engineering

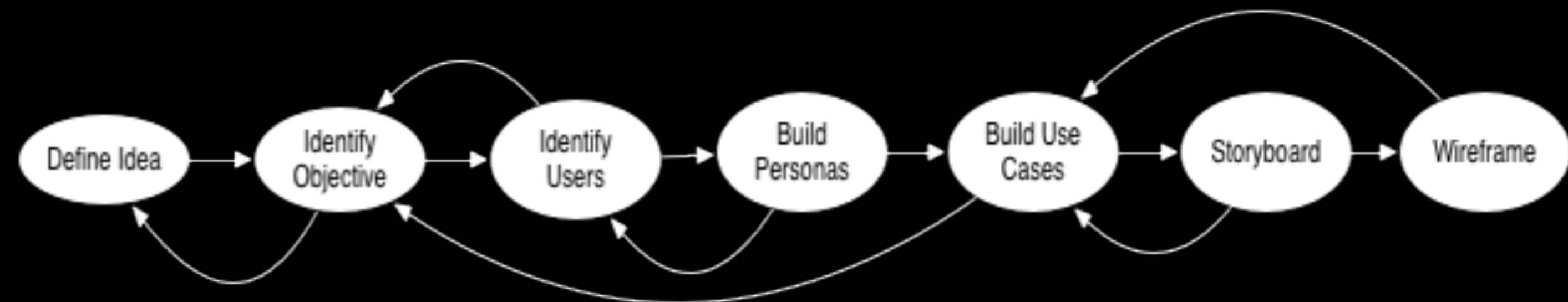
29 November 2016

User Centred Design Process

▸ Linear but Iterative

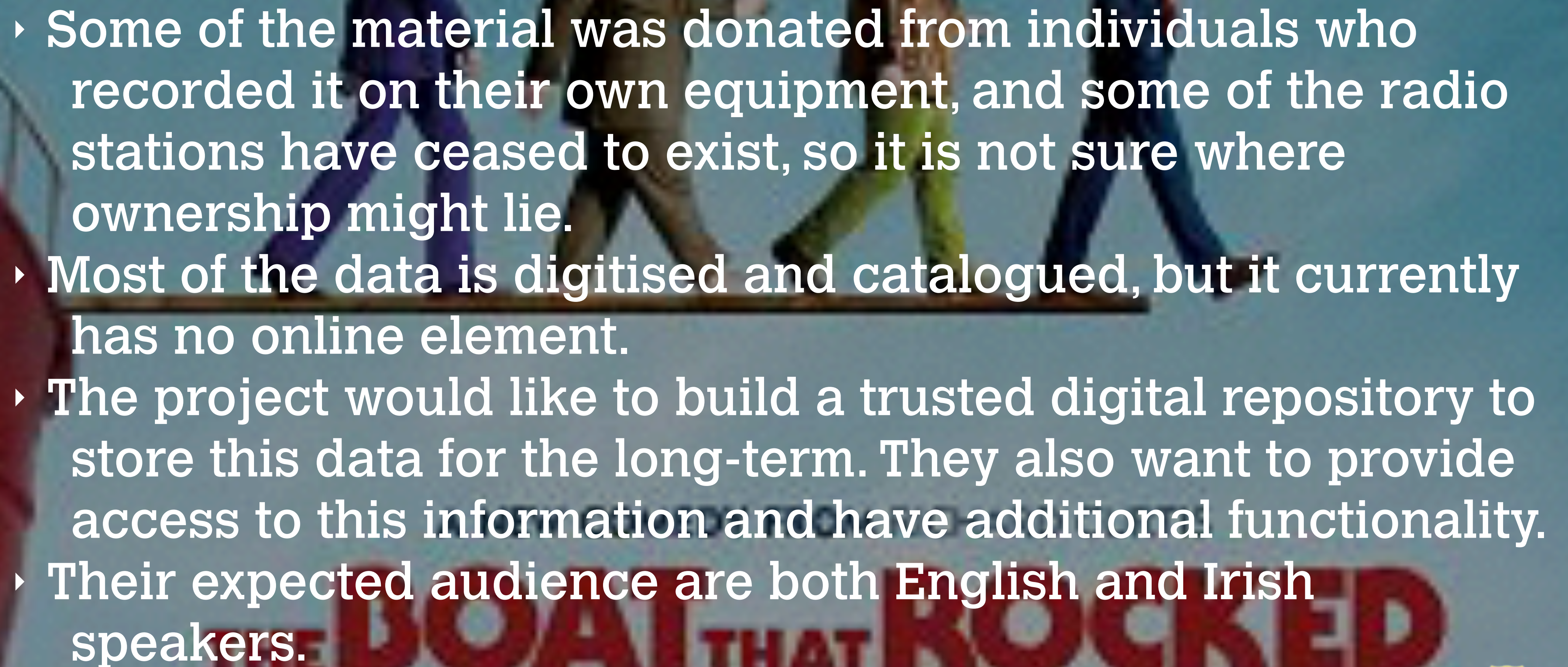


Describing your Idea



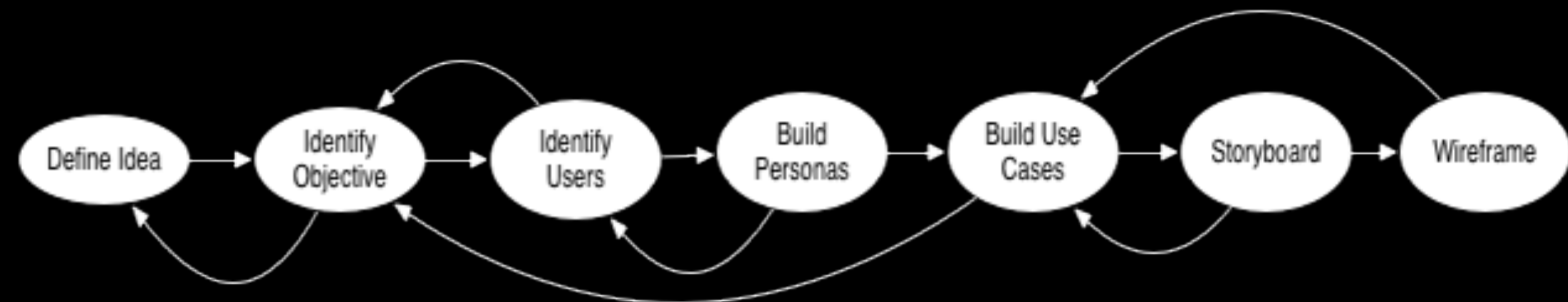
The Pirate Radio Project

- The Pirate Radio Project was a four-year project that collected data related to the growth of pirate radio in the 1960s and 70s. Most of the data collected is in audio format, although some photographs, transcripts and other material have also been gathered. English is the main language, although broadcast material in Irish is also included.

- 
- ▶ Some of the material was donated from individuals who recorded it on their own equipment, and some of the radio stations have ceased to exist, so it is not sure where ownership might lie.
 - ▶ Most of the data is digitised and catalogued, but it currently has no online element.
 - ▶ The project would like to build a trusted digital repository to store this data for the long-term. They also want to provide access to this information and have additional functionality.
 - ▶ Their expected audience are both English and Irish speakers.

Identify Objective(s)

- Consider the objective(s) of the project.
- Generate a short project statement in the form:
This digital project is for (target), who has (need).
(Project name) is a (category) that (key benefit), unlike
(existing services/projects), the project (unique differentiator).



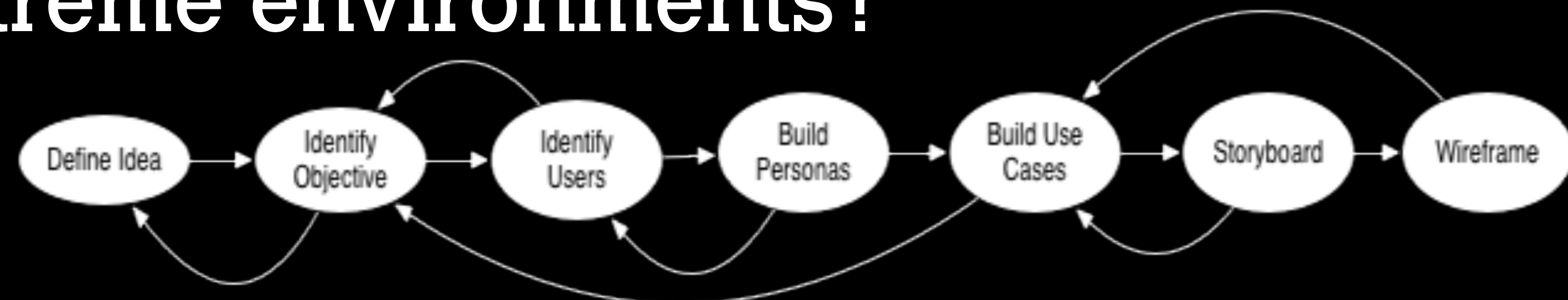
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So

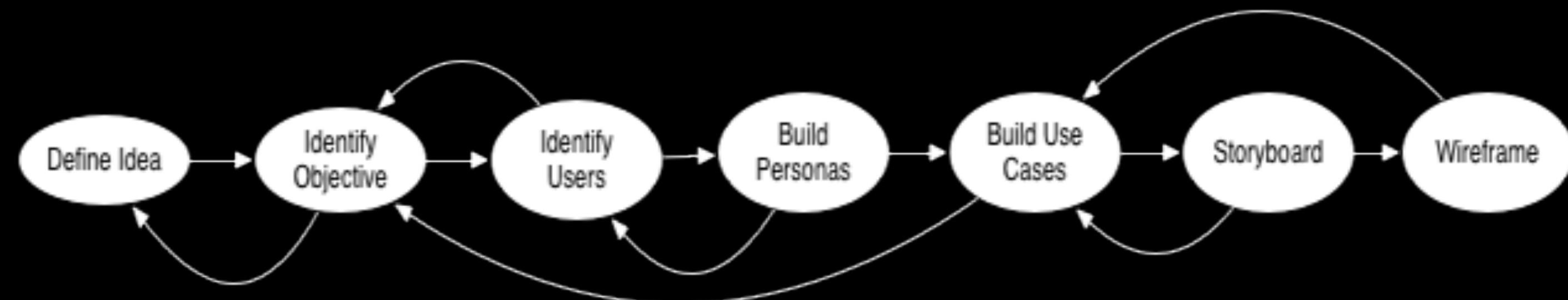
Clarifying the Approach to Design

- Who are the users of the site?
- What are the users' tasks and goals?
- What are the users' experience levels with the site, or sites like it?
- What functions do the users need from the site?
- What information might the users need, and in what form do they need it?
- How do users think the site should work?
- What are the extreme environments?



Identify Users

- Identify of all potential users, groups, (stakeholders) that may benefit from or make use of the digital output from the project being considered.
- Be specific, be broad, think outside the box, be unconstrained.
- Who might stumble upon it on the web?
- Who might attempt to misuse it?



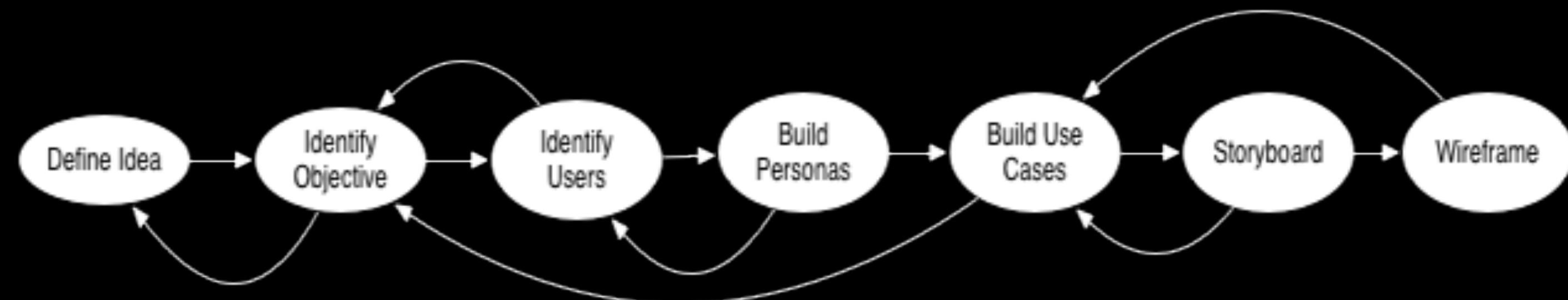
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So

Develop Use Cases/Scenarios

- What is a Use Case?
- “a natural language description of a user’s interaction with a system and as such considers the users perspective or point of view.”
- “The beauty of use case is that it aims at describing a system from external usage viewpoint”



As Example

User Story 1: Supervising Editor



Cheryl is a contributing editor for the Orlando Project.

She needs to work with a number of entries and needs to accomplish them effectively.

As a senior editor she also helps to shepherd less experienced contributors and is able to check associates' progress and offer assistance based on requests for assistance surfaced through the dashboard.

[The Full Story ...](#)

Here you will find complete user story, along with persona information relating to this story.

Persona

Cheryl Sadiq

Department of English, University of Waterloo

Cheryl has been editing academic journals for the past twenty years and considers herself very familiar with the traditional editing process. Moreover as she has witnessed the gradual shift from paper-based markup and manila envelopes to attachments to email and Microsoft Word's track changes feature, she knows that she can accomplish collaborative editing tasks more effectively with electronic tools. Although her early academic interest in eighteenth century French literature led to her own publishing efforts, over the past years she has increasingly come to enjoy the editor's role and relishes being able to effectively apply her past experience to keep the process under control and on-time. She has come to appreciate working within a group of contributors and has developed effective managerial abilities that make her a solid team player and leader. Typical editing products have ranged from collections of 40-50 page articles with final production in a print form to more recently evolving online collections of smaller, intensively researched and thematically related. O.Canada is now the main focus of her efforts.

Challenges

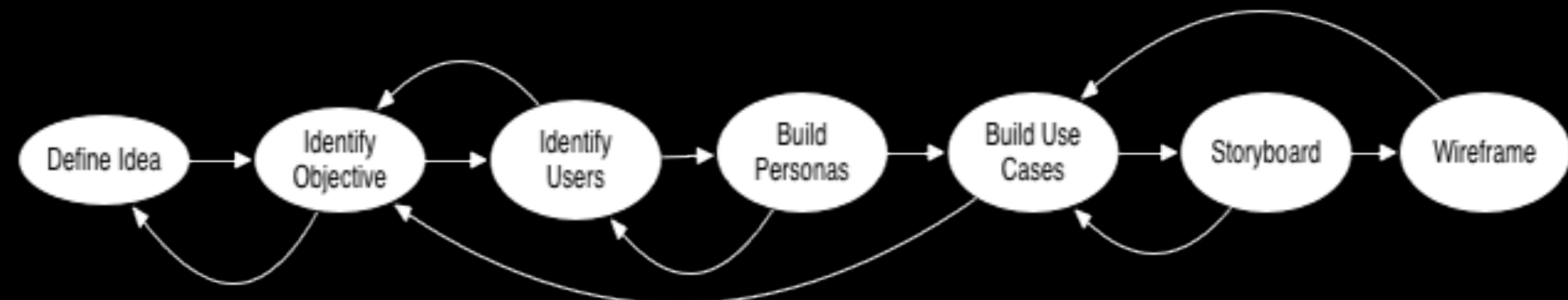
Cheryl has at times past run into roadblocks in the production process arising from lost emails, overwritten versions of documents and time wasted trying to track down reference sources lost or misreferenced during the writing process.

Opportunities

Recently, she has begun investigating the possibility that her 'tried and true' toolbox of various, but not interoperative tools could be improved upon. She would like to find a way to connect communications between team members and the documents and portions of documents that they work upon. She would like to be able to find a means to bind supporting research materials to the research product. She would like to be able to ensure that changes to documents are tracked by changes, user making those changes and rationale for doing so. Given that multiple people with various roles in the process are involved in the production of single entries, task status, individual progress and streamlined communication are crucial.

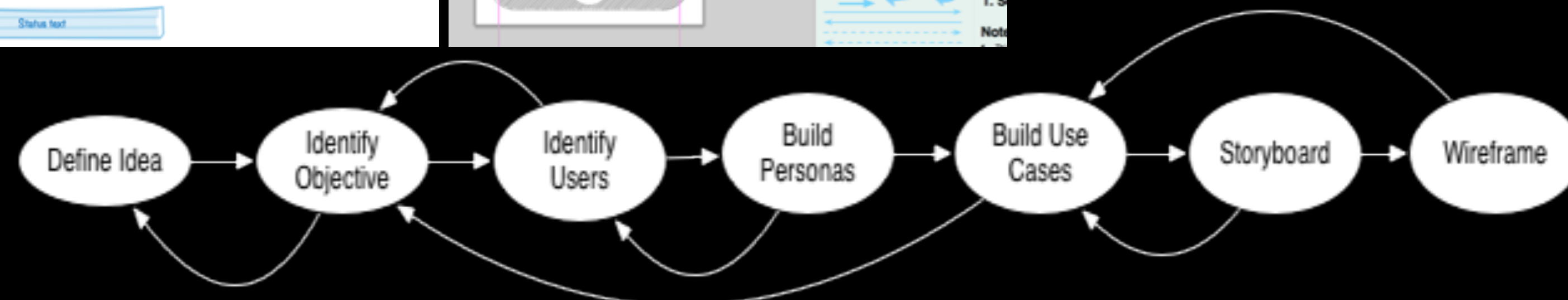
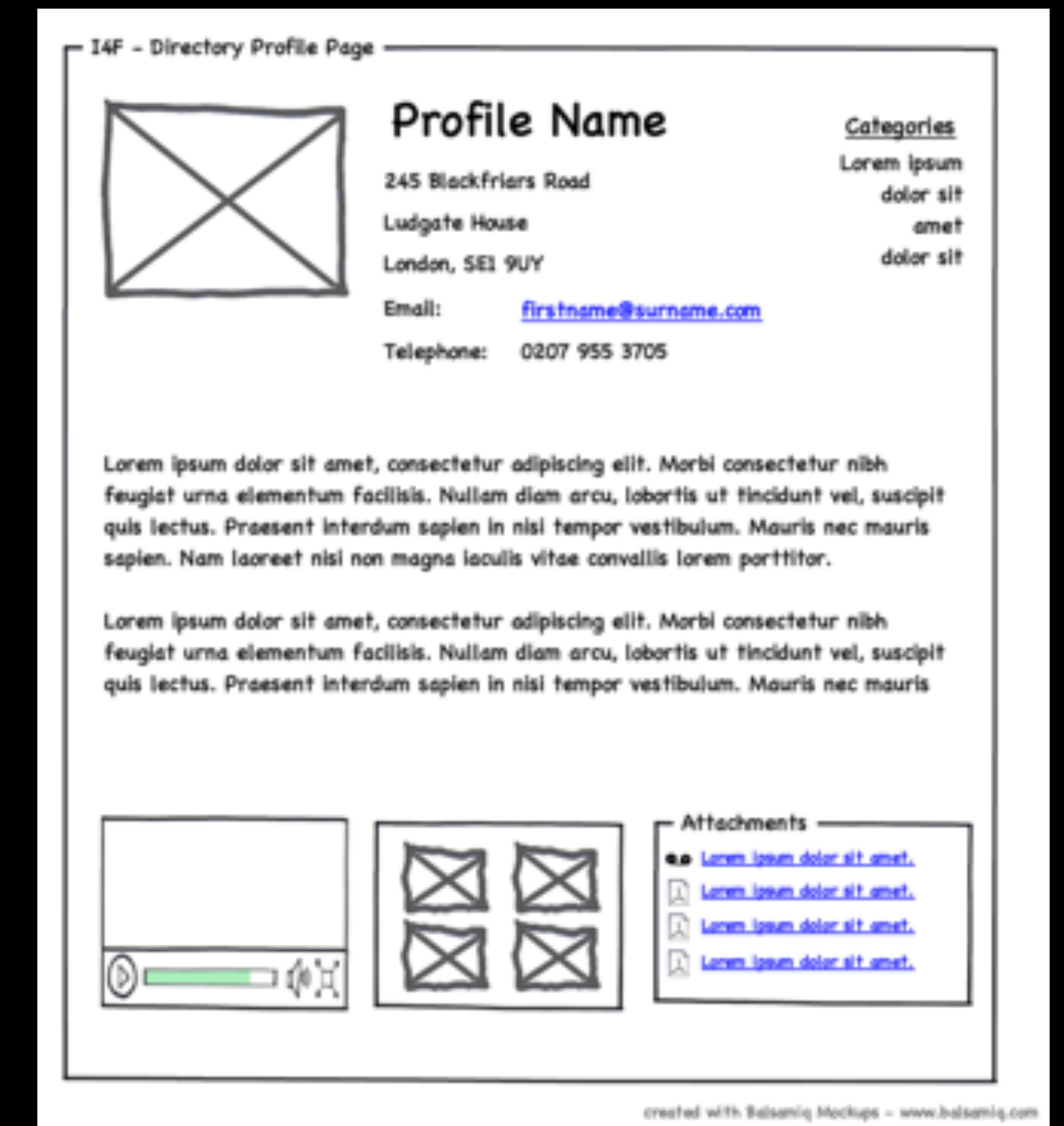
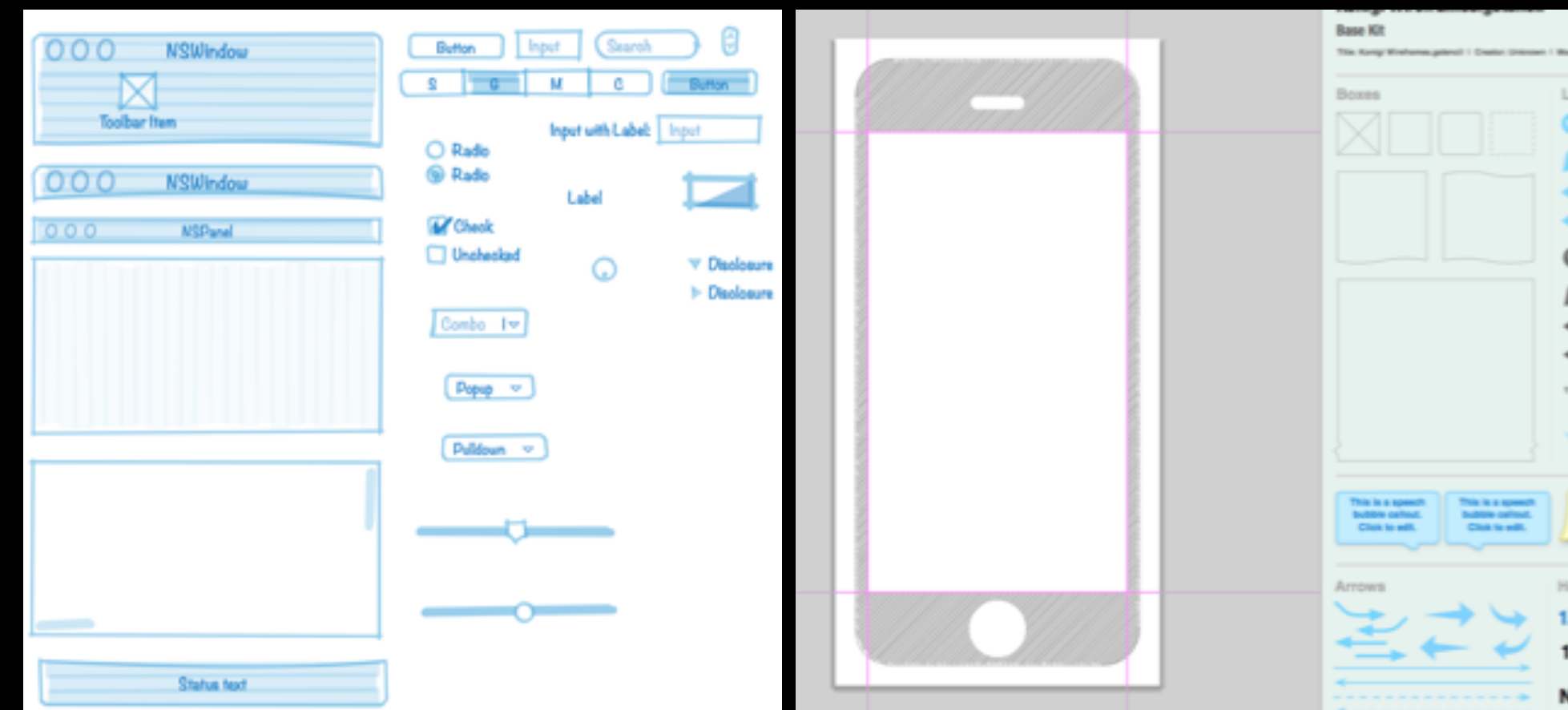
How to Write Use Cases/Scenarios

- Choose a very specific objective task;
- Express as a Verb + Noun;
- You can chain tasks later;
- Break down into as granular steps as possible;
- Define what the user experiences
- Tell a story in steps.



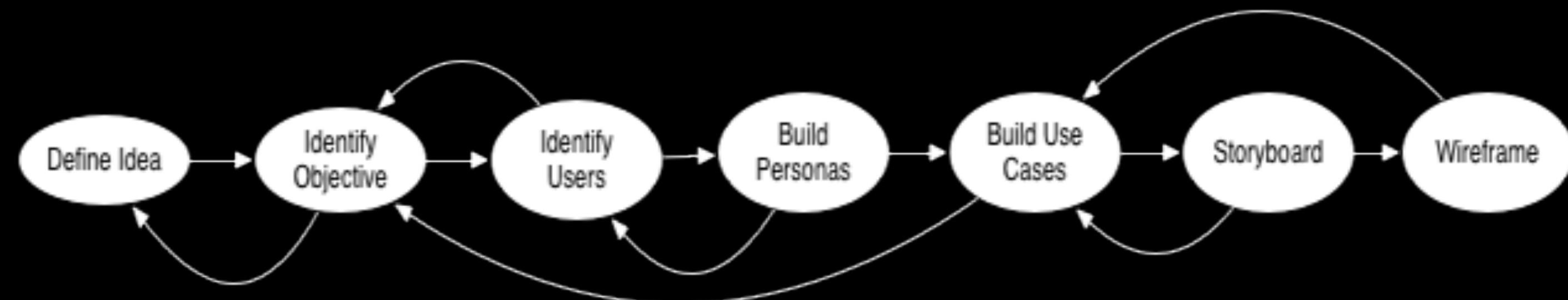
Build Wireframes/Storyboards

- Information Design - What Data
- Navigation Design - How Users will View Data
- Interface Design - How Users Interact with System



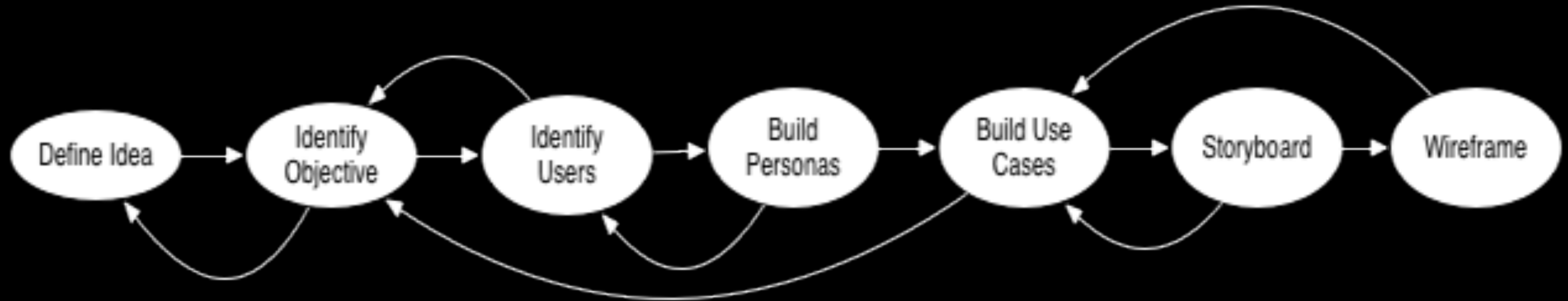
Build A Descriptive Document

- Combine pieces into a cohesive document that will:
- Help guide us as we develop a project plan;
- Allow us to share our idea, concept with a wide audience of potential partners all speaking different languages and living in different worlds.
- Select personas/users;
- Use cases;
- Story board/wireframes



In Summation

- Linear and Iterative



- But also Fluid and Reflective

Thank You

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