Scenarios

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Fundamentals

A story—scenario—is a way of translating insights into new product, service, organizational and system designs.

Experience

The things and pressures on people that define and shape their interactions

Emotional Insight

Finding meaning in data by looking at it from the perspective of people

Narrative, Stories & Value

Stories of how a person can achieve their goals, and the value they get from an experience

Empathy

Fundamentals

It's a low–fidelity and quick way to expand on an idea and iterate on the details.

Experience	Emotional Insight	Narrative, Stories & Value
The things and pressures on people that define and shape their interactions	Finding meaning in data by looking at it from the perspective of people	Stories of how a person can achieve their goals, and the value they get from an experience

Empathy

Fundamentals

A scenario can be built from a quick sketch or from a refined vignette and idea.
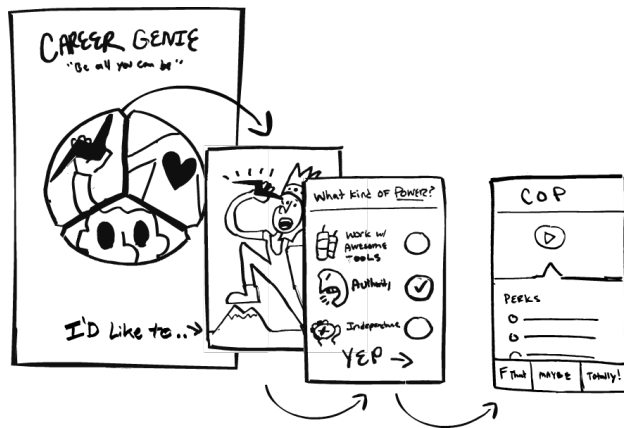
Career Explorer: Product Requirements
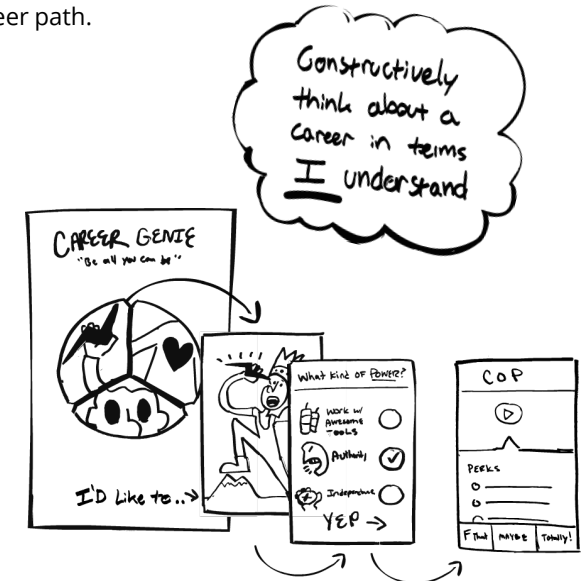
Description Of Value
Promotes light hearted, emotionally rich interactions between a student and the qualitative data points they use to "imagine" themselves in a given career path.

Emotional & Behavioral Outcomes
- Learn about different career paths
- Find schools and courses relevant to a selected vocation or career
- Connect with celebrities, alumni, employers, and other students in a particular career area
- Minimize anxiety around career selection
- Make empowered, considered choices about the future

V1 Capabilities:
- Enter or select a human quality, and explore career paths related to that quality
- Pivot between potential career paths using human qualities
- View short, candid videos about a given career path (vine / instagram style)

Fundamentals

Using the sketch or detailed design, write stories, describing how a person will achieve their goals.

Scenarios contain the following elements:

- The place where interactions occur.

- The way a user is feeling

- The user's goal

- The steps the user will need to take to achieve their goal (often, an idealized set of steps)

- How the product, service or system responds to each step

- The moment that the user receives

An example

It's time to register for classes. Mary, a junior, is starting to second-guess her major selection of anthropology; she doesn't see a clear career path with this major. At the suggestion of her advisor, she leverages the new Career Explorer application on her phone.

Mary opens the application and is intrigued by the light hearted animation. She signs in with her school credentials.

Career Explorer analyzes the classes Mary has taken, and asks her some basic questions about her interests. She indicates that she is interested a career with authority and independence.

It then presents her with a variety of interesting job opportunities from alumni who have graduated with an anthropology degree.

It turns out she can do some pretty interesting things, like acting as a researcher at a company like Nike or Whole Foods. She never know she could get there with this degree!

Mary taps to watch videos from alumni who have previously graduated and taken this path; after watching these videos, Mary is re-energized about her major selection and career outlook.

An example

Career Explorer: Product Requirements

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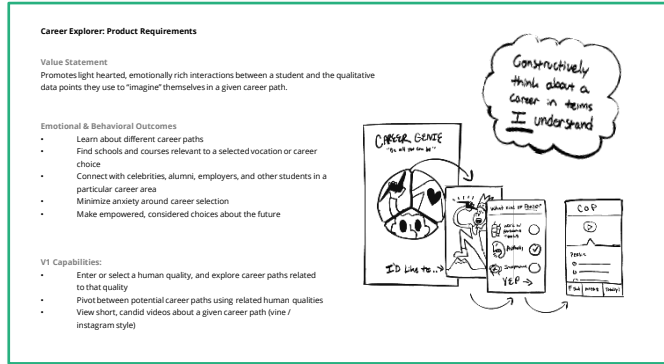
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Realistic context setting

An example

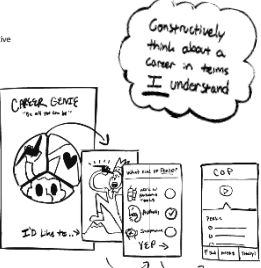### Career Explorer: Product Requirements

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Actions & responses

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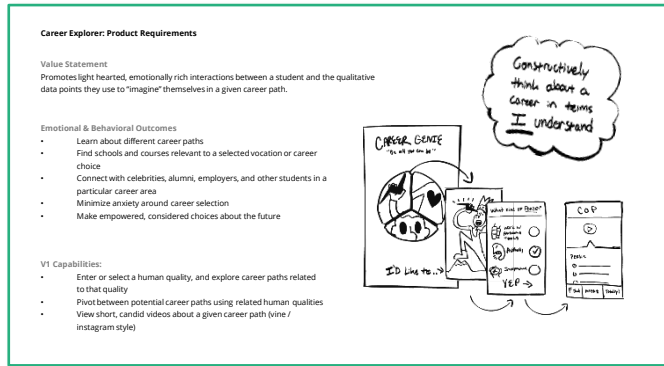
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Features and capabilities

An example

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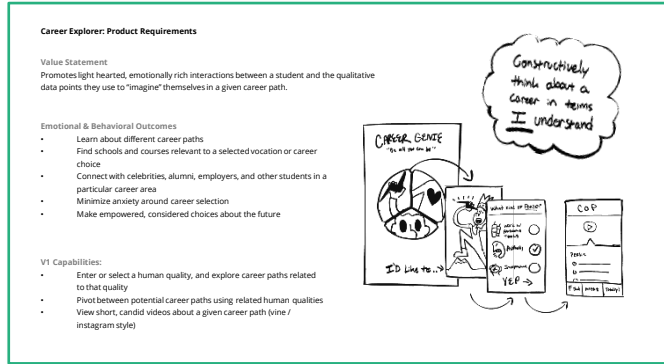
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