User Profile/Scenario Assignment

The assignment asks you develop 2-3 user profiles and user scenarios on which to base content for your user manual. The models we used for content and style of your scenarios and profiles are in chapter 7 of the online Hackos text.

As discussed in the readings and in class, **profiles** consist of detailed information about users’ experience, background, likes and dislikes, and troubleshooting habits related to the product, process, or service. The profiles you’ve submitted follow:

**User Profile #1**

Charles S McNiff is Group Publisher of Life&Style and InTouch magazine. He is fifty-five years old and likes to stay in shape through biking, running, swimming, lifting weights, and many other activities. Charles McNiff travels frequently to Minneapolis for business and also to see his daughter who lives nearby in Saint Paul. Charles uses his iPhone as a link to all of the important information he needs to have at his fingertips. Most commonly Charles uses his iPhone as a resource to: Note taking, scheduling calendar events, and storing important information (for business, client, and personal information). What Charles likes most about his iPhone is that when he is traveling he can quickly get directions to certain locations through typing the address into the iPhone’s map application. Charles often downloads new applications that interest him or that could be useful to his personal/professional life. What Charles most likes about his favorite applications for his iPhone is that they are user friendly, customizable, interactive, able to link him to the web, able to operate quickly, and use top quality software.

Charles enjoys working out when he is in town. Unfortunately he is not extremely familiar with the Twin Cities and dislikes being limited to the facilities within the hotels he frequents.

**User Profile #2**

Chelsea Holter is a twenty-four year old student at Saint Thomas University in Saint Paul. She is originally from Amery Wisconsin but has lived in the Twin Cities area for about four years. Chelsea works as a receptionist part-time for Coldwell Bankers on Grand Avenue in Saint Paul. Chelsea is an accounting major who has great appreciation for being able to attain fast, concise, and logically organized information in a pinch. These qualities are something Chelsea values not only in her studies but also in her personal life. Chelsea is an avid Apple products fan. She considers her most useful tool her iPhone because of its size and capacity for a large amount of data storage. As a brain stimulating form of socializing Chelsea most often uses an application called Words With Friends. What she most likes about this application is that it is free of advertisements and that she is able to connect with her friends and family by inviting them to play the game with her. Another aspect of this application that
Chelsea likes is that it is able to function as a link between her and other users of the application whom she does not know personally. Chelsea enjoys using the chat function of this application because it furthers her user experience by allowing her to connect with different people in different ways.

As a student, employee, daughter, sister, and friend Chelsea has very limited time to go to the gym. What Chelsea likes most for physical activity is taking a group fitness class. Chelsea enjoys trying group fitness classes that include but are not limited to yoga, aerobics, ballet, salsa, and kickboxing.

The level of detail and specificity in these profiles should serve you well as you develop content and structure for your user manual. Nice job.

As the model in chapter 7 shows, scenarios are to include user responsibilities, situations of use for the information, what stimulates the search for information, what users want to be able to do in the scenario to address the situation, and in what format do they want the information. Your scenarios follow:

**Scenario #1**

Based on the user profile for Charles S McNiff a typical user scenario would be the following: One week, while Charles is in town for business meetings, a client cancels a scheduled lunch due to last minute extenuating circumstances. Charles gets to his rental car and realizes that he has a few free hours to relax. Preferably, he would like to be able to go to a facility that isn’t the same one as the hotel he is staying at. Firstly, for the sake of convenience, Charles needs to be able to find a facility nearby him. He thinks it is timely and a hassle to Google facilities. Charles also dislikes then having to call/go to a facilities webpage to find out more about the locations he is interested in. Charles finds it even more frustrating when he has to Google and jump from website to website when using the small screen of his iPhone. Charles would also like to be able to log which facilities he has used while in town so that for future business trips he can be a return customer and the gyms which he likes. All of these steps could be quickly condensed with the FitnessFinatic iPhone application. He also needs to be able to quickly link to Google maps for directions once he finds said facility. It is important and necessary for Charles to be able to locate all of this information quickly and clearly, and to then link to his map application for directions.

**User Scenario #2**

A typical user scenario for Chelsea would be as follows: Chelsea has just gotten yelled at by her boss for e-filing a document incorrectly. Prior to arriving at work Chelsea had shown up unprepared for a pop-quiz in her accounting class due to her concentration on a project for a different class. It important for Chelsea to be able to relieve stress through staying active and meditating. Not only is meditating important for her mind, but stretching is also important for her body. As a student and receptionist Chelsea spends most of her day hunched over a computer and enjoys the spine strengthening aspects of a good yoga class, as they decompress her back and strengthen/stretch her muscles. As her long day
nears its end Chelsea has only two free hours to herself before she has to meet with a study group at the Saint Thomas library at eight o’clock that evening. Chelsea needs to locate information for a yoga class that will fit in with her schedule but cannot go online for personal means until she is off the clock. By the time Chelsea clocks out of work it might be too late to go to her house, grab her yoga clothes, and make it to a yoga class on time. She needs a means of receiving data that will inform her about what classes fit in with her schedule, and where they are. Additionally, Chelsea would like to be able to send some kind of alert to her friends that she is attending this class. Chelsea needs an application that can get her all of this information quickly. She also needs to be able to link to and alert her friends so that if they are available to join her they will do so.

**Very good job of capturing authentic scenarios. These descriptions can serve as justification for several content and formatting decisions. Very well done. Thorough, detailed work.**

**Grade: A**