

## Creating user scenarios

When designing a mobile application or any other online program, be sure you research and define your target audience. Part of the audience analysis should include one or more *user scenarios*. These can be real examples based on interviews with actual target users or fictional stories based on the type of end user you expect (or hope) will use your finished product. User scenarios describe in detail what users do and why they do it. They often tell a short story about a person using a website or application, detailing their motivations and goals. This helps you incorporate users' desires and needs into the process of designing the program and making decisions about features and functionality.

### Sample user scenarios

The following are sample user scenarios from three projects: a character advertisement game, a drag and drop math game, and a university campus guide mobile application.

#### Character advertisement game

**Chonita Cravin** is a marketing manager at an up and coming skateboard design shop. She wants to create a short game about skateboarding that will also help them advertise the shop through the game. She wants to reach the local community of skaters so they learn about their skateboards and where they can buy them.

**Bart Bryerly** is a student who loves to skateboard. He carries his mobile phone with him everywhere trying to locate places to skate and cool new products. He hasn't found many fun skateboarding games, but if he did he would download it and play it often.

#### Drag and drop math game

**Jugnu Metha**, is a 10-year old boy who needs help remembering the multiplication tables. He gets bored and loses attention when he tries to just memorize the multiplication tables using flash cards. He would like to find a mobile game that will help him remember up to multiplication tables up to 12, but in a fun and engaging way.

**Margaret Elliot**, is a mother looking for a fun mobile game for her daughter to play that will help her improve her speed in doing multiplication problems. Her daughter knows the multiplication tables, but needs to improve the speed in which she solves multiplication equations.

#### University campus guide mobile application

**Vinoth Praveen**, a student at Darby University, uses his Android mobile device to access current university and community information and to connect with other students and faculty. He commutes to campus each day and needs easy access to campus transportation schedules. Vinoth will use his mobile device to research class project content and news while on the go. He will use his mobile device to locate classes, search for classes in the course catalog, and look up faculty office hours. He has recently joined Facebook and Twitter and wants to use his mobile phone to find out about on-campus activities, clubs, and sporting events.

**Bruce Elliot** is a biology professor at Darby University. Bruce wants to use his mobile device to research current education articles, access and publish university library resources, and connect with students and other faculty.