

# Visual Interface Design

## **Project 3: Personae, User Scenarios, and Task Analysis**

The first part of Project 3 is the creation of Personae, User Scenarios, and a Task Analysis. Hopefully by now, you've visited an independent record store, looked at an online music store, and talked to some people who purchase music, either online or in a store. If you haven't, that's the first thing you should do. Take notes! It will form the basis of these deliverables.

Here's what I'm looking for:

### **PERSONAE**

At least three separate personae, but probably not more than five—your target user group isn't very large. I want to see things that will bring each persona to life—quotes, tidbits of information, a picture, a small history/background—as well as be able to see what differentiates this persona from the others.

This document will be posted on the wall for critique, so it would be good (although not necessary) to see it in color. If you are squeamish, put your name on the back.

**Due in class Thursday, printed out for posting.**

### **USER SCENARIOS**

These are small stories, written about the experience of the online store. I expect at least two of these. They don't have to be long, just a few paragraphs or sentences in bullet form. I'd like to see the personae you've created in action in these scenarios.

**Due by midnight Monday. Send via email either as a PDF or as a Word document.**

### **TASK ANALYSIS**

This should be a list of all the actions/tasks that a user will be able to do on the site. It should be based on what your user scenarios are. This should be very detailed, very nitty-gritty. For example, don't list Buy Music as a task; it's too broad. There are many sub-tasks within that larger task (e.g. "Enter credit card number"). I expect there will be at least 30 tasks on the site.

**Due by midnight Monday. Send to me via email either as a PDF or as a Word or Excel document.**

**Email: dan@odannyboy.com**

