7+/-2 ideas for developing hybridized worlds user scenarios

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no recipes but ways to (a) structure process, (b) organize thoughts, activities and RESULTS, (c) make progress, (d) plan a project

1. design for whom?

prototypical users (teenage girls, old persons)
extreme users / marginal practices
humans? non-humans?

(do you really know how these people live?)

2. spaces, places and hybridization

what physical place?
what's digital environment?
how do they connect?
?fuse/embed/overlay/converge?

(do you really know how the people you have in mind experience these places?)

at this point

go visit contexts, see what these people do (see, talk, listen), how, what tools
would your idea fit in their lives? yes/no, if not, what is needed?

document as much as you can the context
!!context is dynamic not static: things change, events occur, people do not have fixed timeline!!

3. describe external conditions

social and cultural norms
availability of technological infrastructure

what are the necessary pre-conditions for your project?
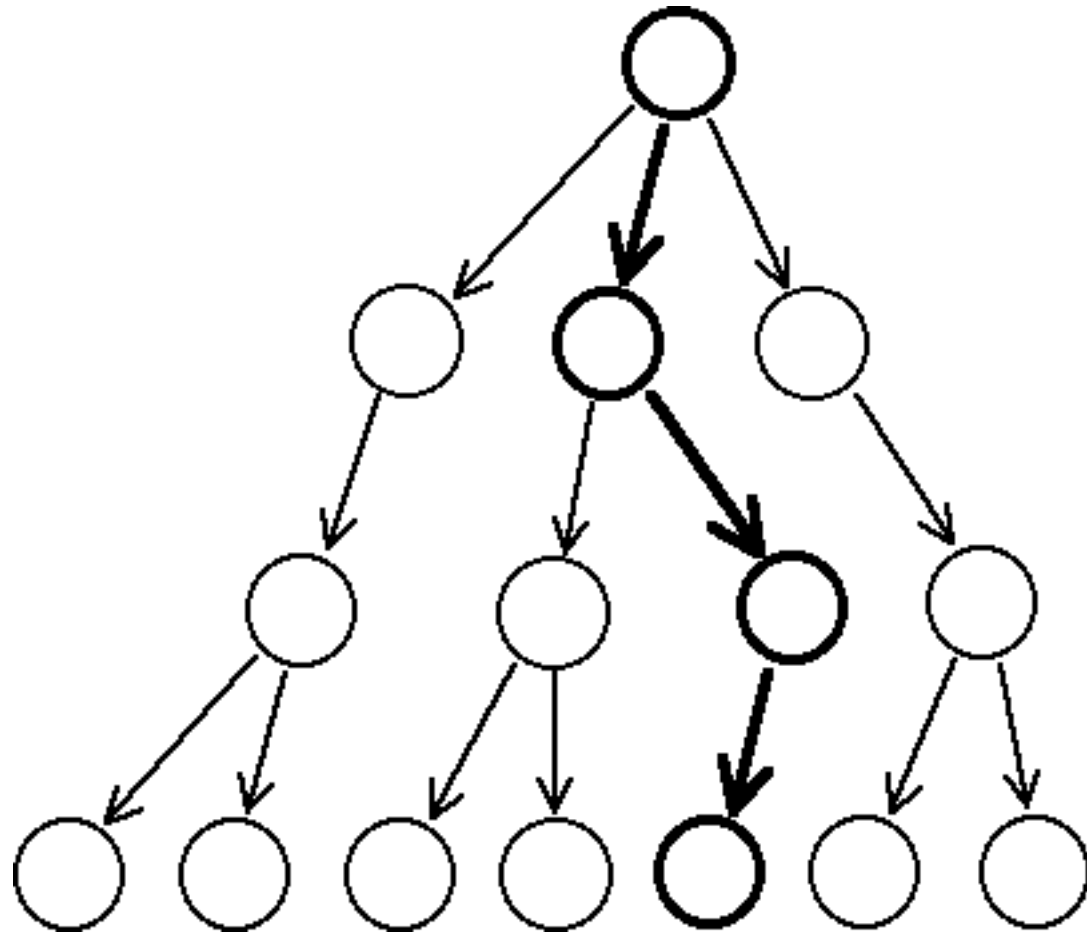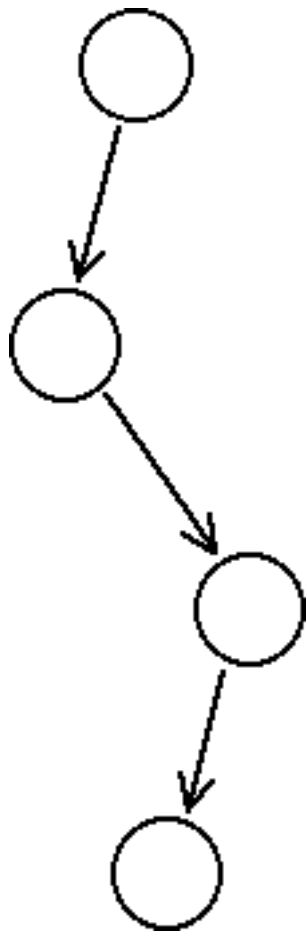please write 5 conditions

4. describe/document possible problems

problems, failures possible holes...
can even be the starting point

what would make this project fail?
please write 5 reasons for not using this project (context? cognitive? infrastructure?)

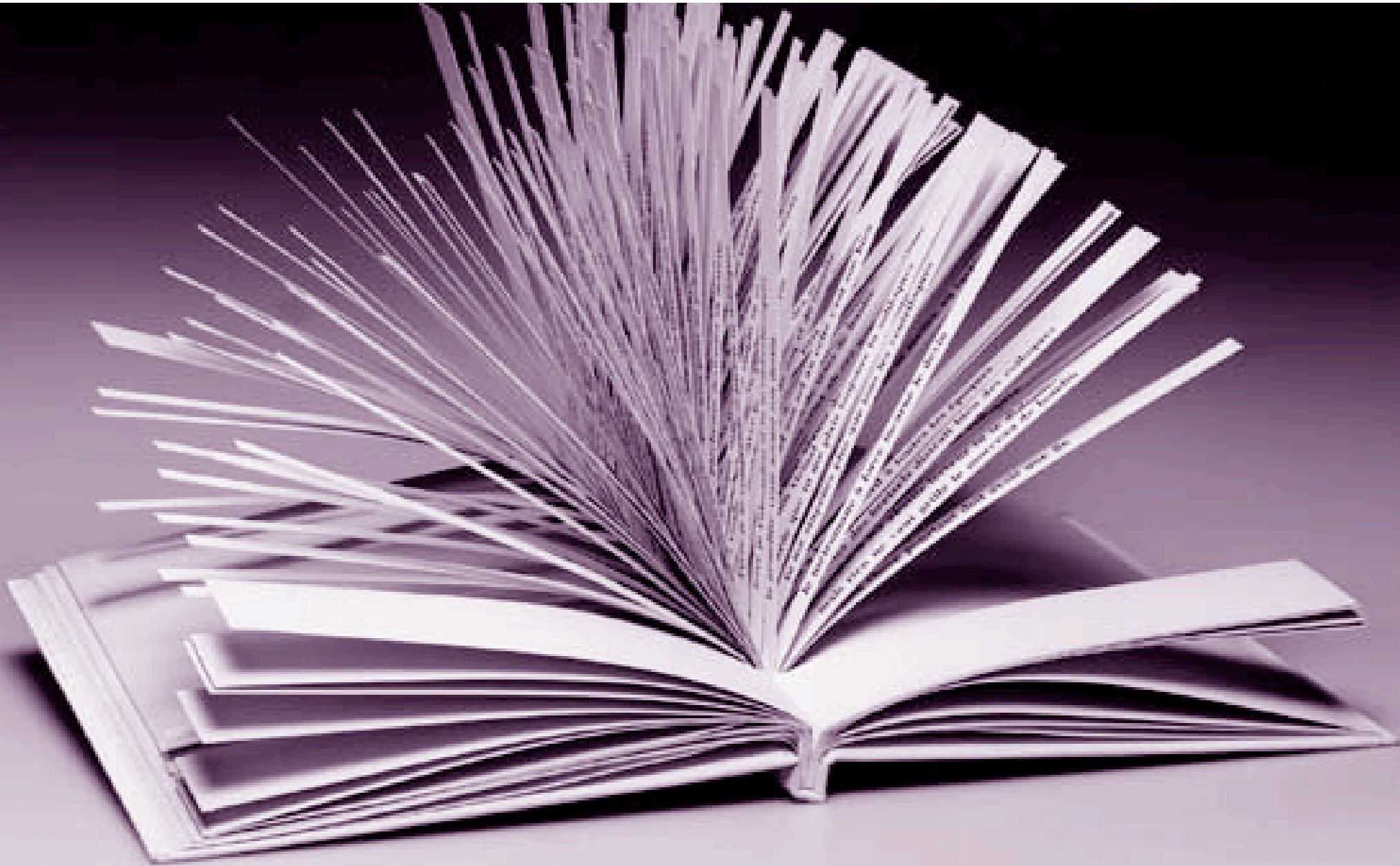# 5. put things together, story+visual expressing a narrative

preconditions and events allows to map possibilities
problems/actors/events/infrastructure

tools to structure stories/scenario/narrative

(Activity theory)

tools to structure stories

visualize stories, make them presentable
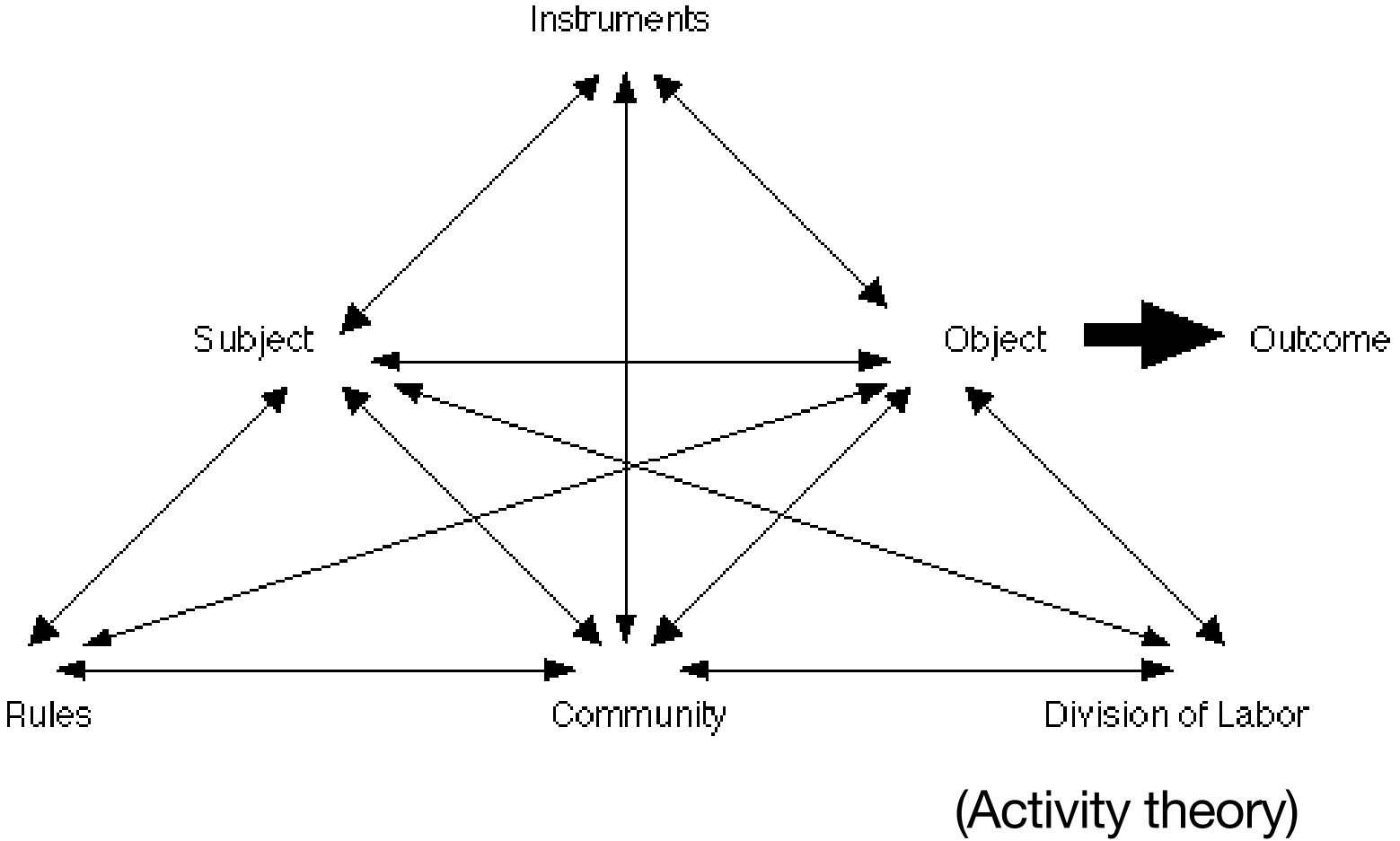
6. open design: define also the level of interactivity for users

- Passive consumption: The user is getting products or services with no real interaction and no real choice. He or she has to take whatever is available.

- Self Service: The user is given the ability to choose between various products or services.

- DIY: Do It Yourself: The user starts getting involved in the value chain.

- Co-design: The user starts adding value by customizing the product and therefore defining his or her needs himself (as opposed to buying a product defined by the product management team).

- Co-creation: The user is involved in the design of the product or service itself.

(Think Studio)

7. challenge foreseen future(s)

fridge ⟶ ~~smart fridge~~

~~user-centered XXXXXX~~

rfid, gps, 802.11b

mixed reality, metaverse...
in the 90s
what went wrong?

not about technical "improvement"

what is a "user"?

be careful with cryptic terms

understand why things worked or did not work

7. challenge foreseen future(s)

how?

read analyses

talk to people

try applications

test your ideas and prototypes

7+1. do not design for you, scenario is about others

different desires, not always technologically mediated

(Picture from http://www.flickr.com/photos/l0z/491124459)

7+2. things will emerge but do not expect too much

don't put too expectations on emergence in the scenario

conclusion

scenario != proof of concept

give names to your scenario(s)

a scenario brings the target in a plot (based on events/problems/conditions, etc.)

not technical, focus is on the activity

also describe implications, what would change?

scenario = tool to communicate (get feedback), so it should be appealing, easy to understand, situated and not technical