



User Experience: The Ultimate Guide to Usability

Examples of student work: User Stories

User Stories

“As a writer, I want a **respected platform** to express my opinion about issues that matter to me.”

“As a reader, I want to be able to access a **variety** of content from a unique source. I want their point of view – not a newspaper’s personal or financial interests.”

“As a consumer, I like engaging with **hot-button issues** to ignite challenging conversations.”

“As a patron of local music, I want all of my friends to **participate** in local shows and events. I text them before and even during the shows so they’ll come out!”

User Stories



Hillary says:

“As an organized person, I bring along stamps on vacation so I can send postcards to friends and family and avoid having to find somewhere to buy postage”

“As a creative person, I want to find a unique image so I can send a nice card I’m proud of”

“As a caring friend and daughter, I want to convey affection in my message so I can show the recipient I care about them”

“As a Mom, I want to select a photo with me and my kids in it to show my friends and relatives how much fun we are having as a family”

“As a creative person, I want to add some styling to the card so that I can create something really unique that I am proud of”



mobius
SOLUTION LAB

FIND MY PET USER STORIES



RED ROUT:

Know when the pet is going out of a defined area

Jacob says: "as a pet owner, I want to know when the pet is going out of a defined area, so I can immediately catch it and bring it back to my yard before it gets too far and lost"

RED ROUT:

See where the pet is on a map

Gretchen says: "as a Pet owner and a busy mother, I want to see where the pet is on a map so I can find it as quickly as I can, won't drag my son with me searching for it in the streets and won't disturb my routine and my other many chores"

RED ROUT:

Inform relatives or other people

Bianka says: "as a pet owner I want to inform my relatives and other close people if it disappears so that everyone will be notified right away and start searching and trying to find it immediately and so that I won't be wasting my time with messages and phone calls instead of looking for my pet."

User Stories for 'Find My Pet' Product

Joanne says:

"As a busy professional, if my dog escapes while I'm at work, I need to find out as soon as possible."

Sheri says:

"As the owner of a prized cat, my biggest fear is that someone will take my pet"

Curt says:

"As the owner of a dog, I'm more worried about other people if my dog escapes. I need to keep my dog from scaring them."

Joanne says:

"As a dog owner, I can't continue to burden my friends to help find my dog."

Curt says:

"I want to be able to find my pet, but I can't afford to spend much."

Sheri says:

"I need an easy way to find my missing pet. It has to be easy to use."

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FIND MY PET APP

USER RESEARCH ANALYSIS: USER STORIES

As a community volunteer, I want to be able to know immediately if there is a missing pet in my neighborhood so that I can help the pet owner find their 4-legged loved ones safely.

As someone who have lost a pet before, I want to quickly alert my family, friends and neighbors who can help find my missing pet so that the more people involved in the search, the faster I find my pet.

As a new mom, I want to go for walks with my baby and my high-energy dog and be comforted that if my dog takes off, I can rely on a product that informs me of his whereabouts and connects me to other neighboring pet owners to assist me in finding him quickly and safely.

As an owner to an independent cat who likes to play in our garden, I want to be quickly alerted when he strays past a certain distance from our home so that I don't waste crucial time before I start searching for him.

Carolina (Primary Persona)

As the owner of 3 cats I love very much, I want them to be happy and safe.

I want them to take their walks in the surroundings, as they would feel like prisoners if they had to stay all the time in our flat.

But at the same time I don't want them to get hurt, or catnapped.

I want to track all my 3 cats at the same time.

I want to always know where they are of if they go too far away...

I want to be able to reach them quickly and easily if I need to.

And I would like to be able to help other people who need to find or rescue their pets. I have a close friend who lost her beloved cat. We tried with posters, social media, help from other friends... this stuff usually works, but in that case... nothing. Susanna was devastated, and I was so sorry I could not do more for her.

I'm used to GPS devices and route trackers, but of course I don't want any device that's a hassle to use: you need to act fast and effectively in these cases.

Emanuela (Secondary Persona)

As a woman who adores her whole family, I want each of my beloved to be safe and happy.

My husband and I want to easily and timely know first of all where our son is and if he's fine, and then the same for our dog.

David is a very good boy, but boys will be boys... he's lively and I'm not always relaxed when he's playing outside...even if I'm not faraway. And when he grows up it will get worse...

I want to always know whether he's going too faraway or going to dangerous areas. You hear so many stories nowadays, of horrible people attracting kids to hurt them...

Molly is very sweet, obedient, and never goes around alone unleashed. I'm not too worried about her getting lost, but you can never know of course...

Of course the device should be easy and nice to use. And it should be affordable. My husband and I run a small design studio. We are ok, but not rich or well-off.

USER STORIES

As a pet owner, I would like to be able to set up my dogs profile so that if he ever gets lost I can report it to the community ASAP with a picture and details so they know what to look for.

As a pet owner, I want to be able to open a map and see where my dog is at down to the street and address.

As a pet owner I want to be part of a community and help to find other lost pets that might be in my area.

As a pet owner, I want to be able to post to my community in the event my dog goes missing.

As a rescue coordinator I want to be able to view the community to look for leads on where the lost dog might be.

As a rescue coordinator, I need to know exactly how much battery life the GPS collar has left.

As a pet owner I would like to have some options available on how and what to do if I have not caught my pet and the battery has died.

As a rescue coordinator I want to be able to quickly make signs and post them in the area we believe the pet to be.

As a rescue coordinator, I would like to see the various spots on a map where the community has spotted the pet after the battery has died.

As a pet owner or rescue coordinator I would like a notification when a dog is lot in my area.

As a pet owner or rescue coordinator I would like to open a map and see dogs that are currently missing in my area.

User stories

Danielle says, “As a pet owner, I want to be able to locate my pet on a map so that I can quickly find him if he goes missing.”

Danielle says, “As a pet owner, I want to recharge/replace the battery on the GPS transmitter when required so that I can be confident it will work correctly if my pet goes missing.”

3. User Stories

“When my pet is missing, I want to be able to locate him so I can find him and he can be safe”

“When my pet is missing, I want to quickly informed people around me, so they can help find him”

“When my pet is missing, I want to be informed if someone knows anything, so it can help me to find him”

“When my pet is missing, I want a fast answer on where is my pet and how to get there as fast as possible, so he can be safe”

TOMORROW'S TROLLEY

User Research Analysis

User Stories

As a grocery shopper,



I want to shop around for a few meals worth of food while looking for the best priced options, so that we can have enough at home to last us the week.

As a grocery shopping mother,



I want to quickly find the exact items from my list that I came to the store to get so that I get home as soon as possible.

I want to purchase the items I've shopped for without waiting in long lines so that I can get home before my kids begin acting up.

USER STORIES

As a supermarket buyer, I want to be able to know where the products of my shopping list are so I can go directly to the designated aisle.

As a loyal buyer, I want to be inform of the coupons, offers, special products and sales the supermarket has for me.

As a local buyer, I want to be able to calculate the final cost of my shopping list and go for an express checkout.

User Story

Red Route

“Shop and restock my household/personal needs”

User Story

Bunmi says “ As a working mum, I want to quickly locate the items on my shopping list in the store, find items on promo sales by the store and checkout fast when done.”