

User Stories

July 8, 2015

Old: Focus Groups

- Bring a group of people around to talk about a product
- Challenging to get the right information, and also to find new customers
- Assumes that all customers are the same

New: User-centric Design

User-centered design (UCD) is a process (not restricted to interfaces or technologies) in which the needs, wants, and limitations of [end users](#) of a [product](#), service or process are given extensive attention at each stage of the [design process](#).

Wikipedia

New: User-centric Design

- **User-centric Design** emphasizes designing for specific user types
- Products may have many types of customers, and our goal is to treat them separately

Tools

- There are many tools used in user-centric design
- We are going to focus on one tool today known as **user stories**

Problem

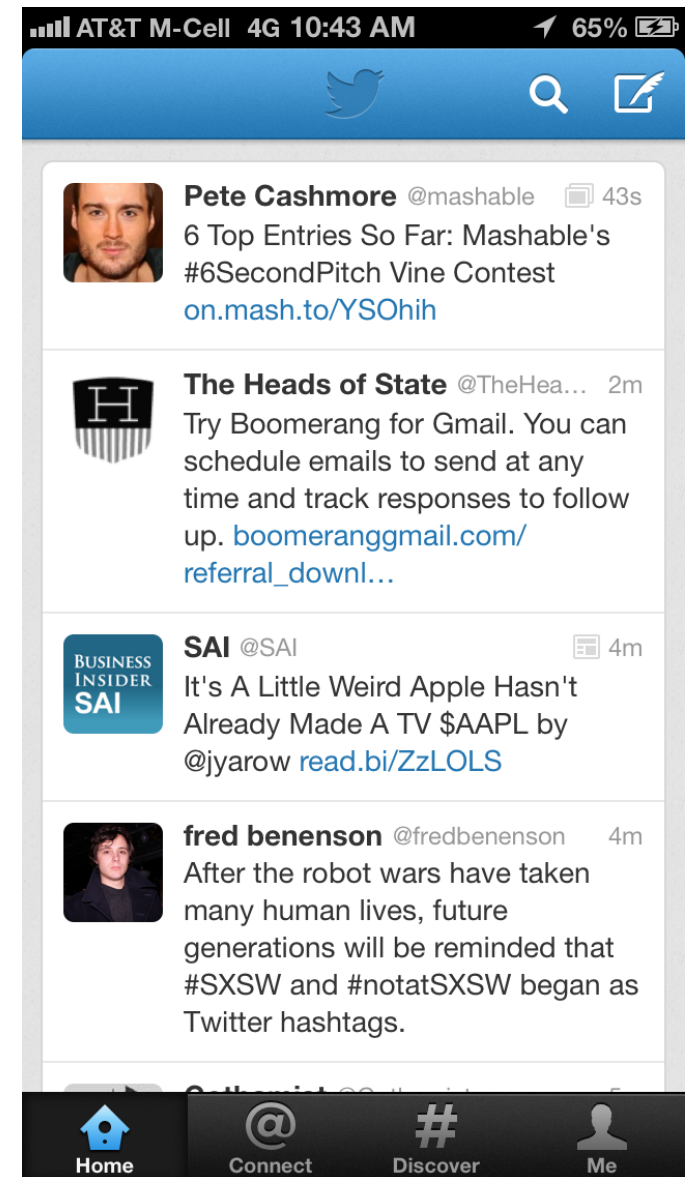
- It can be hard to understand users
- When a product has millions of users, who are they and what do they want

Stories

- Humans are bad at memorizing data, but good at remembering stories
- User stories are a tool to create more memorable profiles of users that designers and product managers can use to improve the product

Example: Twitter

- Twitter had almost 300 million users on its platform
- How do we keep track of all of them? User stories



Story #1: Frank

- Frank is a 28-year-old journalist working for the New York Times
- Frank uses Twitter for his job to respond to readers and to find potential new stories



Story #1: Frank

- Frank uses Twitter all day. In fact, he sits at his computer because he doesn't want to miss any news that might happen
- Frank is an expert at using Twitter. He makes lists, curates his stream, adds and removes followers all the time, and regularly uses Direct Messages
- Frank is very concerned about changes that would simplify Twitter – he's a power user

Story #2: Lisa

- Lisa is a 32-year-old Public Relations executive working at a large Washington DC firm
- She also needs Twitter for her job – her clients are concerned about how people are discussing their companies online



Story #2: Lisa

- Lisa has multiple clients, so she has to manage multiple Twitter accounts simultaneously
- Lisa is on Twitter all the time, but she herself doesn't have time to run her own personal profile
- Lisa is very concerned about metrics – such as number of times a tweet is viewed and the number of mentions of her brands. Analytics are very important to her

Story #3: Bob

- Bob is a 41-year-old guy living in Wisconsin.
- Bob was recently laid off from his job, and he has more time on his hands these days

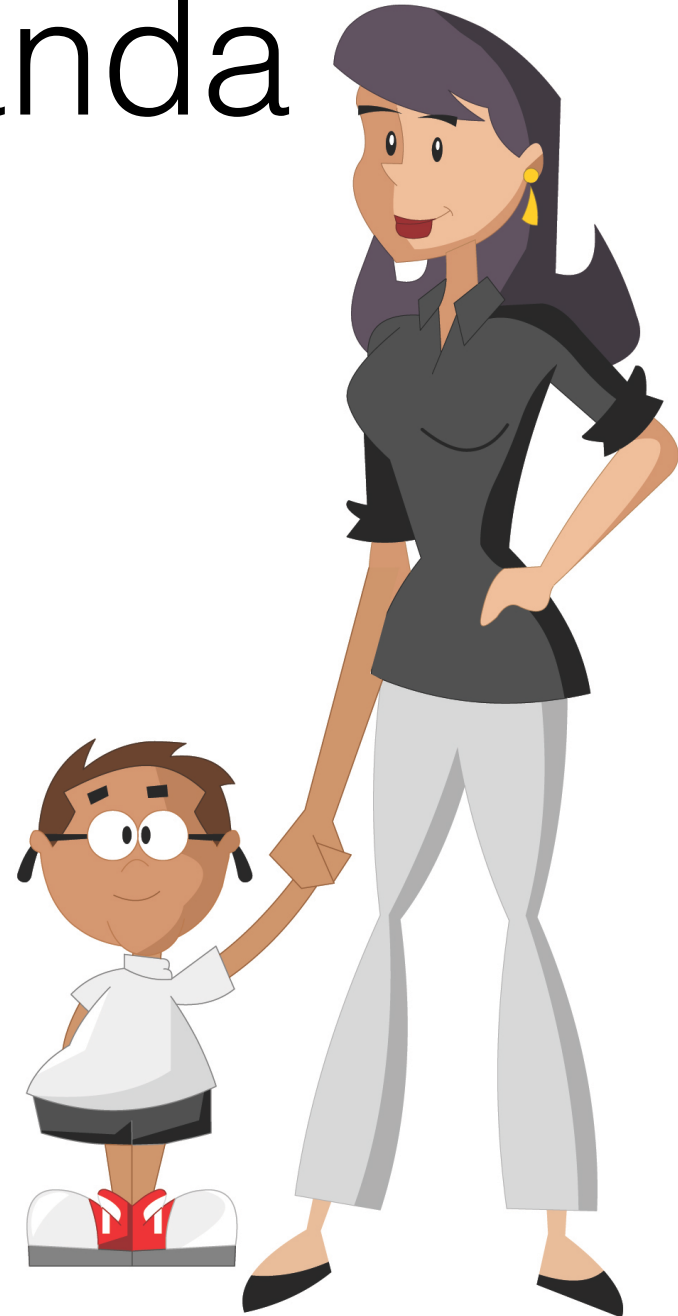


Story #3: Bob

- Bob has been watching TV a lot these days since he doesn't work
- Bob is new to Twitter, and has generally found the experience to be overwhelming – he doesn't really know what to do or how to use the product
- After a few days of using the app, Bob has never opened Twitter again

Story #4: Amanda

- Amanda is a 38-year-old mother of a kid named Rick, and lives outside Chicago
- Amanda is a stay-at-home mom

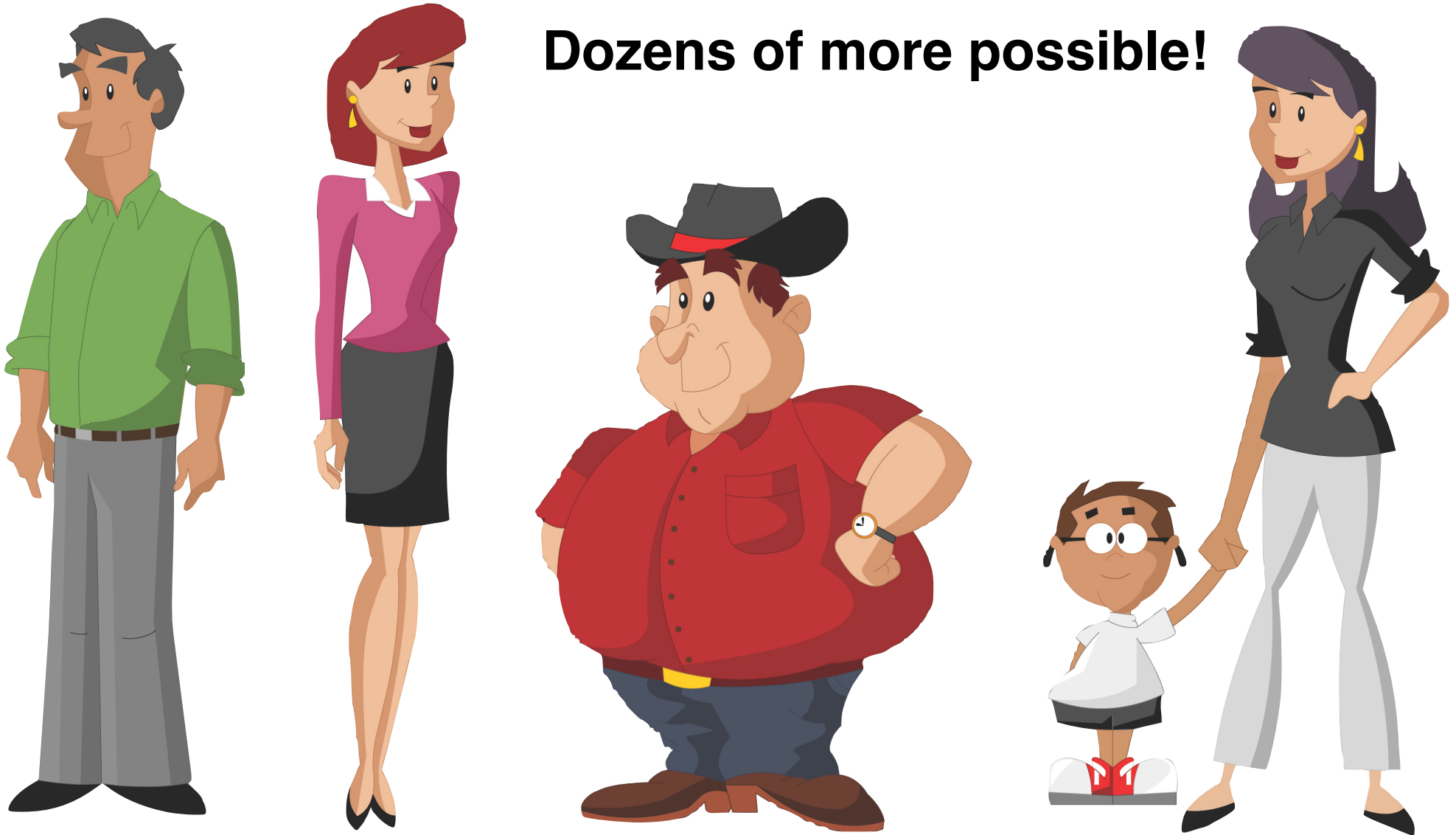


Story #4: Amanda

- Amanda often has downtime because she drops off Rick at soccer and karate practice
- She likes to consume social media, and is an avid user of Pinterest as well as Twitter
- However, she has never posted a pin to Pinterest or a tweet to Twitter. Instead, she constantly consumes and reads both sites without contributing back

Four User Stories

Dozens of more possible!



What do stories do?

- Understand **who** uses an app
 - Age and income?
 - Professional background / employment status
 - Kids? Live-in-parents?
 - Types of consumers – Vegan? Religious?

What do stories do?

- Understand **usage patterns**
 - How often is an app opened?
 - How long does a user use it?
 - Do they use it for work (during the day) or at night?

What do stories do?

- Understand **activity patterns**
 - What features are important?
 - How are features grouped together? Do similar people use similar features?
 - Important: What features are not important?
 - What is overwhelming or underwhelming about an app?

What do stories do?

- Finally, helping everyone in a startup understand customers
 - People can refer to these cases as “The Lisa Case” or “The Bob Case” or “The Frank the Journalist Case”
 - Wall Street Journal Customer Analytics

Activity

- We are going to generate user stories in teams regarding several popular apps
- Each person in each team will generate a user story about the app like the Twitter examples before
- We will then present them :)

Activity

- Create four **distinct** user stories covering different types of potential customers
 - Be imaginative!
- Two things to **present**:
 - **1)** The user story
 - **2)** What does the story mean for the company's product?

Today's Teams

July 8, 2015

Team 1

박여진
이상훈
서상호
김건호

Team 2

최진호
이선웅
장재훈
최민제

Team 3

신동혁
박재성
설홍원
소순범

Team 4

강문식
윤창진
김동혁
노을

Team 5

김명준
이상미
우승훈
김명곤

Team 6

김현주
김재모
황세희
정원영

Team 7

김태호
정성효
김준헌
심주용

Team 8

조훈희
제임스
임공빈
신아영

Team 9

김우성
김건희
권민규
김동현

Apps

- 1) Facebook
- 2) 배달의민족
- 3) KakaoTalk
- 4) Naver
- 5) Coocha
- 6) Evernote
- 7) TimeHop
- 8) I-UM (이음)
- 9) Coupang

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