

Exercise 5

Deadline: 14.06.2013; 12:00 (noon)

Task 1: Storyboarding (Individual Work or Group Work; 1 Bonus Point)

The following exercise can be completed individually or in groups of two persons. Assume the following situation: You are doing research on how people listen to music on mobile devices. Therefore, you have conducted interviews to explore the problem space (like some of you did in exercise 2+3). Analyzing your data, you identified different user types, which are described with the help of the following personas:

Tamara, 23 years old, student:

- She owns a smartphone
- She has over three years of smartphone experience
- She mostly listens to music on the go or while doing sports
- She often has difficulties to interact with her smartphone while doing sports
- She likes to organize her music in playlists. She currently does this on her computer, but would like to do it on her smartphone.

Earl, 60, pensioner:

- His son gave him a smartphone as present for his birthday, a month ago
- He is not tech-savvy
- He thinks that everything should work automatically
- He also thinks that everything on smartphones is too small. He hardly can read the content or see the icons.
- He only has few music on his device. He prefers to listen to radio or podcasts.

1. Scenario of Use:

Pick one of the describe personas. You are free to create your own persona that is based on the results from the interview you conducted before. Write a realistic description of users' actual behavior in respect to the problem space. Pick a day, a location, real users with names and profiles, describe their activities including both usual and exceptional situations with planed activities and surprises coming in the way.

2. Concept Idea:

Come up with a new concept that supports the persona during the interaction with the mobile device's music player (e.g.: gesture interaction, new ways to organize playlists on the mobile device, etc.). Write down your concept idea in 5-10 sentences.

3. Storyboard:

The purpose here is not to describe how the system you are developing should work but rather to focus on the context in which it would be used, for which purpose, with whom, under which conditions. Create a storyboard that takes those points into account.

Note: You can write your answers in German.

Submit your solution as PDF using UniWorX.