



A paper for GCOM360 :: User Interface Design  
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## User Scenarios

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# GCOM 360

### Three User Scenarios

*Three user cases were created using three user scenarios. First featured is a user story about Ruth, a local property management business owner who would like to have a new website but is not sure where to begin and not in any kind of hurry to get started. Second is a user scenario telling the story of Walt, a busy automotive mechanic who feels that having a website which provides Q & A, DIY tutorials and manufacturer/referral links would serve both purposes of desiring to help people out while at the same time get his auto mechanic work done. Third is a user case outlining the workflow of a busy up and coming Real Estate Investor who thinks he should have a website as a next best step in promoting his business.*

#### **User Story - Fran**

Fran got started in the property management at the age of 30 when she bought a home and rented it out. Experience of learning how to deal with renters began at this time. She learned from doing an internet search that there were contract templates available, which she downloaded and used with other tenants. When she married in 1980, her husband supported her in buying other properties and subsequently renting those properties out as well. Other properties were also purchased and rented and Fran then created a home office to handle the business of managing properties. The business grew and an office spaces was rented and staffed outside the home. More properties were acquired and she invested in a software solution for listing and managing properties. This software performed acceptably with regard to listing and displaying content, including photos, however, the web URL option which can be put together so that customers can access and view listings did not work so well. Fran looked around at other property management websites and noticed that her competitors had their own domain but linked to the property management site page link to display the property management listings. Fran believes that she should probably get her own website together but looks forward to neither the added cost to build a website nor increased complexities in managing her listings.

### **User Scenario - Walt**

Walt arrives at 7am knowing that he has another full day of work ahead of him. The yard is totally full and there is no more room to park if another customer comes in with repair needs. As usual the first task is to check the phone messages and there are 10. He listens to each one and knows that he neither can take on another customer nor has the time to return the several calls there which seek advice help. He calls those asking for repair work and tells them the wait period before he can get to their job. Walt then makes his way to the shop to begin the repair work for the day and reflects that it would be nice if his website could have information on it which could help those who are seeking DIY advice since he did not have time to return their phone calls.

### **User Case - Gerald**

Gerald wakes up does the morning coffee and begins his usual morning office work flow. Here are his steps:

1. Checks his email inbox
2. Replies to buyer requests for property requests
3. Locates map location of certain properties
4. Takes Google map street view screenshot photos
5. Composes letters and attached photos
6. Sends out email replies
7. Checks for new listings on real estate websites
8. Schedules visits to selected properties
9. Checks his phone messages
10. Replies to phone messages
11. Schedules appointments
12. Plans the rest of the day
13. Meets with clients at agreed location
14. Visits new houses to look
15. Photographs certain houses
16. Makes notes in his note app
17. Receives calls while on the go
18. Arrives home in the afternoon
19. Replies to email request for property inquiries
20. Checks for new property listing
21. Checks Google Maps
22. Takes Google map street view screenshot photos
23. Plans for the next day