

# User Testing—User Scenarios

Project:

Date:

User Scenarios 1-8

Author:

## **Overview:**

The following scenarios were used over the course of the usability testing. Scenarios were designed to elicit specific feedback based upon design, copy and user interface.

Scenario name: **Researching printers**

Audience: Small Business

USER 1

### General description of scenario:

You are the general manager of an accounting business with 35 employees. The company prints approximately 2000 pages per month, more during tax season. The company currently utilizes one printer. Employees frequently must wait for the printer to be available and complain that the print speed is slow. You are going to purchase two printers for your company. Print speed and price are the most important factors in your purchase decision. You are planning on purchasing your printers from the vendor with whom you work regularly.

Please use the site to find information about printers.

Scenario name: **Researching Printers**

Audience: Small Business

USER 2

General description of scenario:

You are the office manager of an advertising agency that employs thirty people. Your boss has just requested that you research and recommend color printers to be purchased within the next three months. She wants to have a choice of three different printers. Print quality and speed are of top concern to this office. Everyone will be sharing the printer (s). Please use this site to research and compare printers.

Scenario name: **Purchase a multifunction product**

Audience: Small Business

USER 3

General description of scenario:

You own a surf shop. You employ 25 part and full-time employees. You are interested in purchasing a printer, scanner and fax machine for your company. The printer serves to print in-store information. You use the fax machine to fax orders to manufacturers. You scan pictures of surf contests and put the photos on your website.

Please use this site to research and purchase the equipment that is right for you.

Scenario name: **Research a multifunction product**

Audience: Home Business

USER 4

General description of scenario:

You do business consulting from your home. You've heard of a piece of equipment that not only prints but also copies, scans and faxes. You are interested, but price is an issue. You want to research the cost of a multifunction. A good quality printer is your chief concern as that is how you produce client reports.

Please use this site to research this product.

Scenario name: **Purchase a printer**

Audience: Home based business owner

USER 5

General description of scenario:

You are the owner of a small book keeping company. You need to purchase a printer for your home office. The printer is used to print client reports so quality is important to you. Price is also an important factor in your purchasing decision. Your high school aged children will also occasionally use the printer for school projects.

Please use this site to research and purchase a printer for your home office online.

Scenario name: **Research and purchase a digital camera**

Audience: Student

USER 6

General description of scenario:

You are a college student who is interested in purchasing a digital camera. You want to research and purchase a camera online.

Please use this site to research and find your camera.

Scenario name: **Research personal printers**

Audience: Student

USER 6

General description of scenario:

You are a student interested in purchasing a printer. Price is your foremost issue. You want a printer that will last you for the next 4 years. You do not want to spend a fortune replacing ink cartridges. You want a printer that allows you to print report quality products.

Please research and compare at least 3 personal printers using this site.

Scenario name: **Research personal printers**

Audience: Student

USER 7

General description of scenario:

You are a student interested in purchasing a printer. Price is your foremost issue. You want a printer that will last you for the next 4 years. You do not want to spend a fortune replacing ink cartridges. You want a printer that allows you to print report quality products.

Please research and compare at least 3 personal printers using this site.

Scenario name: **Research equipment**

Audience: General Consumer

USER 8

General description of scenario:

You are a working mother with two teenagers in high school. You need to research and purchase a new family printer. The printer will be used for homework, letters and the occasional business need. You are also interested in a fax machine. You might buy online, but you are just as likely to buy from a local vendor.

Please use this site to research equipment and find what suits your needs.