SNS COLLEGE OF TECHNOLOGY

Coimbatore-36.
An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A+' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

COURSE NAME : 19CSE315 – UI/UX DESIGN

III YEAR/ VI SEMESTER

UNIT – IV UX Design Process

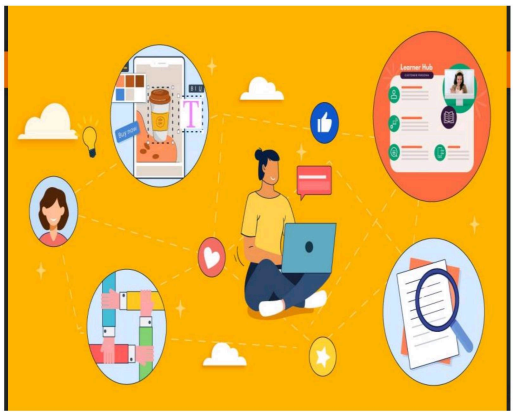
Scenario, and task analysis

Mr.Selvakumar
Associate Professor
Department of Computer Science and Engineering

Introduction

•Understanding the scenario and conducting a comprehensive task analysis are crucial steps for effective planning and execution. Whether it's developing a software application, implementing a new process, or launching a marketing campaign, a clear understanding of the context and the tasks involved is essential for success.

•The scenario sets the stage by providing the context within which the project or task will take place. It outlines the background, objectives, stakeholders involved, constraints, and any other pertinent information. This narrative serves as the foundation upon which all subsequent planning and analysis will be based.



What is Scenario Analysis in UI/UX?

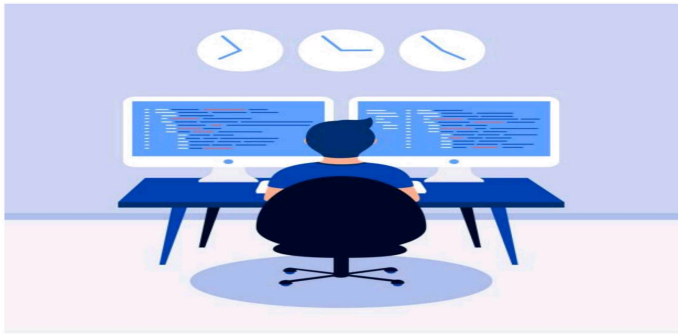
•Definition: Scenario analysis in UI/UX involves creating detailed narratives or user stories to simulate real-world interactions with a digital product.
•Purpose: To gain insights into user behavior, motivations, and pain points, which inform the design process.
•Explanation of why scenario analysis is essential for empathizing with users and designing intuitive interfaces.

Elements of Scenario Analysis in UI/UX

•Actors: Users, stakeholders, system components (e.g., interface elements, notifications).
•Context: User's environment (e.g., location, device used, connectivity), time of interaction (e.g., busy schedule, leisure time).
•Objectives: User goals (e.g., completing a task, finding information, making a purchase), motivations, and expectations.
•Events: User actions (e.g., clicking buttons, entering data), system responses (e.g., loading screens, error messages), outcomes (e.g., successful completion, abandonment).
•Outcome: Result of user interactions with the interface (e.g., satisfaction, frustration, completion of task).

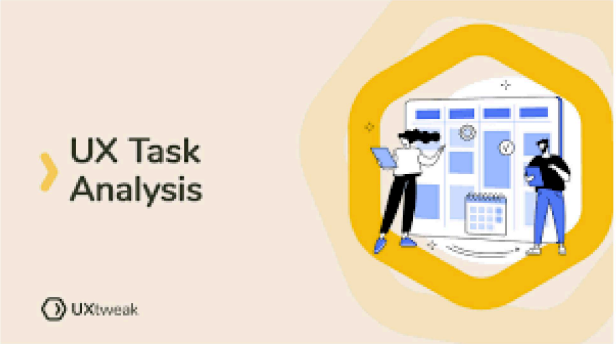
Example Scenario Analysis in UI/UX

•Scenario Title: Ordering Food Delivery via Mobile App
•Actors: User (hungry individual), Delivery Service App (interface).
•Context: User is hungry, busy with work, and prefers the convenience of ordering food via a mobile app.
•Objectives: Find a nearby restaurant offering desired cuisine, select items, and complete the order seamlessly.
•Events: User opens the app, browses restaurant options based on location and menu preferences, adds desired items to the cart, selects payment method, provides delivery details, and confirms the order.
•Outcome: User successfully places an order, receives a confirmation, and eagerly awaits the delivery.



What is Task Analysis in UI/UX?

•Definition: Task analysis in UI/UX involves deconstructing user interactions into granular steps to understand the flow and usability of the interface.
•Purpose: To identify inefficiencies, bottlenecks, and usability issues within the user journey, leading to improved interface design.
•Explanation of how task analysis aids in optimizing user flows and enhancing overall usability.



Types of Task Analysis in UI/UX

•Hierarchical Task Analysis (HTA): Breaking down tasks into a hierarchical structure of goals, sub-goals, and actions to visualize the user flow.
•Cognitive Task Analysis (CTA): Delving into the cognitive processes users undergo while interacting with the interface, shedding light on decision-making and problem-solving.
•Ethnographic Task Analysis: Observing users in real-world contexts to uncover hidden behaviors, needs, and pain points that may not be evident through other methods.

Steps in Task Analysis in UI/UX

1.Identify the user task to be analyzed based on research findings or design objectives.
2.Gather data through user research methods such as interviews, surveys, or usability testing to understand user behaviors and preferences.
3.Break down the task into smaller, actionable steps or interactions that users perform within the interface.
4.Map out the user flow or task sequence to visualize the user journey from start to finish.
5.Identify pain points, bottlenecks, and opportunities for improvement within the user flow.

Conclusion

•Recap of Scenario and Task Analysis in UI/UX.
•Emphasize their critical role in creating user-centric designs that meet the needs and expectations of target users.
•Encourage ongoing integration of scenario and task analysis into the design process to ensure continual improvement and optimization of the user experience.


Thank
you