

model:

Scenario Analysis

Person: Name, Role in Scenario, Age Location, Other...

Scenario, anticipation and motivation

Scenario

Short text introducing the scenario and focusing on it's most important aspects - the reason it is included in the research.
- Describe the anticipation and motivation behind the participant's actions and thoughts.

Additional information

- Important external events affecting the scenario.

Opportunities

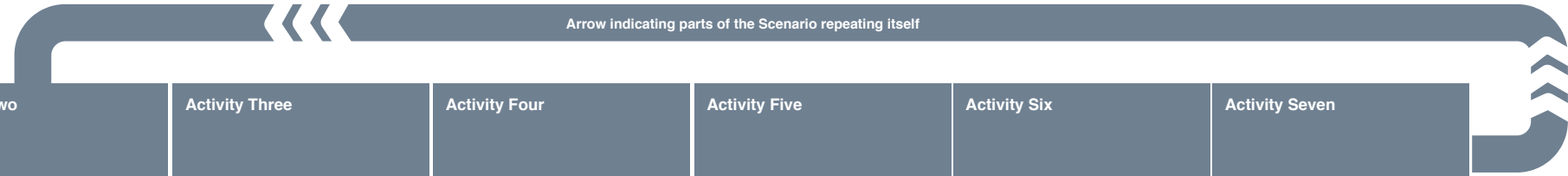
This scenario is chosen because it represents a certain opportunity...

Project: NAME
Client: NAME

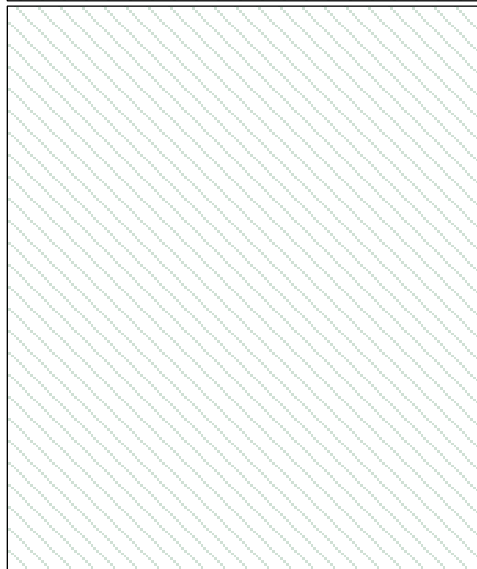
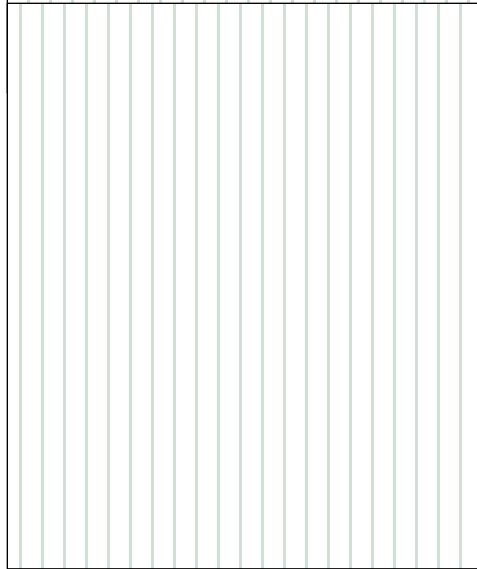
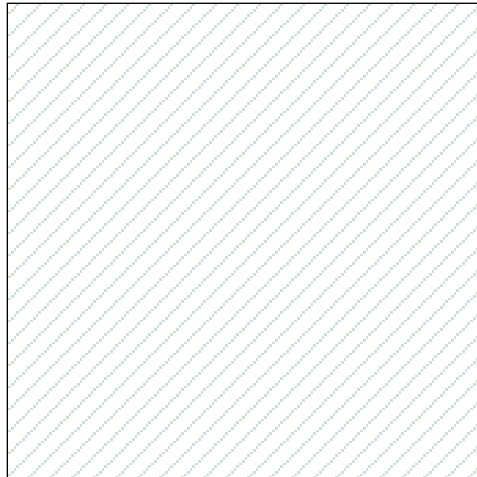
Areas of interest

Red markers highlight the areas of the scenario where a service can create value.

Original model by Kristin Halvorsen Objectware AS and Helge Tenno Screenplay
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Activity <small>Divide the scenario into activities.</small>	Activity One	Activity Two	Activity Three	Activity Four	Activity Five	Activity Six	Activity Seven
Scenario <small>Short text describing the activity.</small>	... txt txt txt txt txt txt txt ...
Need / Insetive <small>What is the customers' goal / need?</small>	... txt txt txt txt txt txt txt ...
Challenges / opp. <small>Special challenges and opportunities.</small>	... txt txt txt txt txt txt txt ...
Descriptive Keywords	word...	word...	word...	word...	word...	word...	word...
Actions and operations	...txt...	...txt...	...txt...	...txt...	...txt...	...txt...	...txt...
- The main blocks represent the actions being performed in this activity.	...txt...	- list... - list...	...txt...	...txt...	- list... - list...	...txt...	...txt...
- The indented boxes represent the operations making up the action.	- list... - list...	- list... - list...	- list... - list...	- list... - list...	...txt...	...txt...	...txt...
	- list... - list...	- list... - list...	- list... - list...	- list... - list...	- list... - list...		...txt...
	...txt...	...txt...	...txt...	...txt...			
	- list... - list...	...txt...					
		- list... - list... - list...					
Output <small>What is the tangible result of this activity.</small>	- list - list - ...	- list - list - ...	- list - list - ...	- list - list - ...	- list - list - ...	- list - list - ...	- list - list - ...
Comment(s)	- list... - list... - list... - list...	- list... - list...	- list... - list... - list... - list...	- list...	- list... - list...



model:

Scenario Analysis

Person: Jane Roland, Hiker, 28
Seattle, member of Seattle Hikers Club

Scenario, anticipation and motivation

Scenario

Jane is a part of the Seattle Hikers planning committee, organizing a two week trip in the Canadian Rockies this summer (in 8 months time). She is responsible for recommending the right equipment to the group and bulk ordering it for great offers. So her focus is on both good advice, and good prizes.

Additional information

- Jane is a seasoned organizer, but this is the first time she is responsible for a hiking trip.

Opportunities

- The scenario represents a "group purchase" opportunity.
- How do we accommodate both planning and trip?

Areas of interest

Red markers highlight the areas of the scenario where a service can create value.

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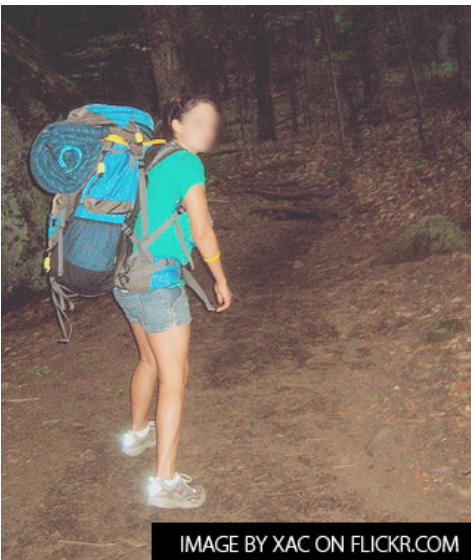


IMAGE BY XAC ON FLICKR.COM



IMAGE BY OLIVIER ON FLICKR.COM



IMAGE BY XAC ON FLICKR.COM

Activity Divide the scenario into activities.	Gathering information and inspiration	Setting up list of recommendations	Sending recommendations to group and receiving orders.	Purchasing equipment	Final preparations	Trip	After the trip Reflection and sharing memories
Scenario Short text describing the activity.	Jane visits retailers both online and in real life. She talks to the shop assistants, and tries to gather as much info and advice as possible.	Jane organizes and filters all the information. She creates a list of equipment to be sent to the group.	Jane sends the list to the group and receives all the orders and, more questions.	Jane collects all the orders and send them to the retailer.	The last planning stages of the trip. The planning and preparations last late into the night the day before departure from Seattle.	Experiencing the wilderness and using the equipment.	Organizing a nice evening about a month after the event, sharing photographs, memories and stories.
Need / Insetive What is the customers' goal / need?	- Have I thought of everything? - Am I making the right choices?	- Prize/quality/need? - Do different people need different stuff?	- A huge task that can be simpler with the right services. - A lot of money is involved and the whole process is extremely sensitive.	Jane needs to make sure everybody has replied and has ordered their needed equipment. Send the order to the shop and distributes the equipm.	Jane needs to make sure everybody is all set, and assist in any last minute purchases.	- Great experiences. - The equipment is needed and provides great value.	Remembering all the good stuff, recognizing the success and igniting a spark to do this again SOON...
Challenges / opp. Special challenges and opportunities.	This activity is a team effort, the shop can become an important part of Jane's team.	This is a complex task. Requiring knowledge of both the group and the trip. She has to make sure the list is simple and understandable.	Help Jane avoid the pitfalls. There is knowledge available giving us an opportunity of increased purchases and happier customers.	Make sure the process runs as smoothly and pleasantly as possible.	Help people get ready as soon as possible, to avoid any 3am run to a closed shop, and a bad start to the trip.	Extra services facilitating the activities and providing additional value.	"Facilitate" the memories. Help people share and have something to talk about.
Descriptive Keywords	Expertise, Reassurance.	Organize, Quality	Incentives, needs and desires	Service, helping hand	Control	The experience	Memories
Actions and operations	Gathering information on trip	- Set up list of products and gather prices	- Sending equipment list to group.	Gathers all the orders from e-mail account	- Checking that everyone has gotten everything on their list, and not missing anything.	- Hiking - Camping - Cooking - Hunting - Scenery - Lost - Tired - Setting up Camp ...	Going through all the images
- The main blocks represent the actions being performed in this activity.	Visit retailers	- Create list	Helping people with questions and recommendations.	Creates list	- Calling - Cross checking lists - Cross checking cross checked list	- Learning	- Uploading image - Sorting - Publishing - Spread the word
- The indented boxes represent the operations making up the action.	- Ask for help and advice regarding trip, weather, climate and equipment.	- Contacts retailer for deals. - Cross check retailers offers. - Set of biddingwar? :o)	- Gathering questions, forwarding them to retailers for expertise answers.	- Sorts list	Discovering something is missing	- Learning	Meeting up for a drink
	- Ask for additional expertise advice and information	- Decide on the best deals and add them to the list.	- replying and checking for answer relevance.	- checks for final deals.	- Calling someone else to see if they can have the stuff missing and can bring it instead.		- Sharing stories - Sharing images - Laughing - Planning the next trip
	Get an overview	- cross check list with experts and online expertise	- receiving orders via e-mail.	Sends purchase orders to retailer			
	Going through all the expertise advice and gathering a perspective on the situation.	- Send list to participants					
		- Edit recommendations for participants individually. - Send as e-mail.					
Output What is the tangible result of this activity.	- A "map" featuring all knowledge and recommendations for the trip.	- List of recommended equipment.	- list of orders	- purchase list	- checked list and confidence	Great experiences and few unplanned problems.	- Own memories - Others shared memories
Comment(s)	- Uncertain if this output is tangible. - Is this process more collaborative?	- To what extent can this experience be longer lasting and digital?

