Google Glass User Scenarios Assignment
Assigned by Joe Moses in Project Design & Development

The Google Glass User Scenarios assignment is designed for advanced undergraduates in a writing-intensive course, Project Design & Development. In this assignment, students document and execute an information development process for technical communication.

Instructor Preparation

Students should have prior experience crafting user profiles and user scenarios. Students should be oriented to the following functions of Google Glass and how to activate them in isolation, in sequence, and in combination:
- Record videos
- Record sounds
- Take photos
- Record messages
- Send messages
- Take notes
- Translate voice to text
- Make phone calls
- Search the web

Learning Outcomes

Participants will
- Use scenario-based thinking to develop content for user analysis.
- Construct thorough, detailed user scenarios for cross-disciplinary teams of analysts.
- Analyze scenarios for usability.
- Share evaluative comparisons of scenarios.

Evaluation Standards for Scenarios

Scenarios should describe the situation and context in which a specific user or user group uses Glass to accomplish a well-defined goal. A complete scenario includes place, time, people, goal, and obstacle or limiting factor, and a Google Glass solution.

- Time: When is the scenario taking place? What is the situation? If time or timing is a factor, explain how.
- Place: Where does the scenario take place?
    - For example, possible responses might identify a hospital, car, hallway, basement, golf course
- People: Who is involved? What are their demographic and psychographic backgrounds?
    - Consider experience level, profession, age (only if it matters), gender (only if it matters), mindset, attitude (if it matters), preferences, and motives.

- Goal: What is the user trying to accomplish? What is the pressing need?
- Obstacle: What gets in the way of reaching the goal—or what factor places limitations on the person's ability to reach the goal?
- Google Glass: What function of Glass helps overcome the obstacles and helps achieve the goal, and how?

Assignment Descriptions

As an information developer for an electronics device manufacturing company, your job is to research users in order to gain in-depth understanding not only for yourself but for others in the organization, including marketers, salespeople, product managers, system installers, trainers, and telephone support personnel. Create five scenarios in which employees use Google Glass to gather, create, share, or reflect on information about users of a product or service.

As you develop user scenarios, keep in mind how different personnel throughout the organization would use the information you propose to gather. For example:

- Marketing staff needs information on the people who purchase the products (e.g., demographics).
- Members of your sales team need information to use during sales calls and purchase negotiations. What would convince a customer to buy or try the product?
- Product managers and product development teams need information that supports product design. What should the product have that it doesn't already? How should future products be designed?
- Workers who install and service products or assist customers directly need information about customers' locations.
- Trainers must understand the learning styles of people who attend the classes they lead. What is hardest and easiest for users to learn?
- Telephone support personnel need information about the questions and problems with which people contact them. What are the most common problems, the most difficult problems, and the problems that cost the most to deal with?

Sample Scenario Excerpts from Students

Overall, students created outstanding user scenarios that have utilized the affordances of Google Glass for product research purposes. The instructor was fascinated by the ideas presented by the students and highlighted two sample scenarios below: (The context of use is the Bell Museum of Natural History. Pseudonyms are used in the narratives.)

1. Matthew Hamer, marketing analyst at the Bell Museum uses Google Glass to support his research on visitor experience by asking for volunteers to wear GG with sound and video on as they walk through the Museum. It's cost prohibitive and unnecessarily invasive to deploy sound and video throughout the museum, so having individuals wear Glass is a cost-effective alternative. Having user responses to exhibits helps managers

understand what people take away from each exhibit, from the museum as a whole, and how to improve user experience.

2. Curator Julia Quiñones uses Glass to provide users with supplemental information about exhibits. Wearers receive a personal walking tour with instructions for looking up additional information using the wifi-connected Glass. By using web-based information, Quiñones can curate the content, reflect on it, prioritize it, format links for access via Glass, and share it with Glass wearers.

Image from http://glassalmanac.com/san-francisco-museum-first-offer-google-glass-powered-art-exhibit/6717/