

Use Cases, Service Blueprints, and Wire Frames

Although the reading present these three things as different concepts, you will quickly see there is a lot of overlap among them. Once you have made a wire frame, a lot of repetition can be eliminated from the use case by referring to the information displayed and entered on the wireframe. You can also combine the use case with the service blueprint simply by designating each event as user action, on stage, off stage, or support. You might also find it useful to merge backstage and support unless it is a very important distinction for your app. Finally, you may find it useful to introduce the equivalent of backstage for the user, namely what she might be thinking connected with an event.

We've boiled all these modifications down into the following template and examples from the ridesharing app. The examples may be a little more elaborate than necessary.

(This was copied from PowerPoint)

Title

Xxx:

Xxx:

Xxx:

Xxx:

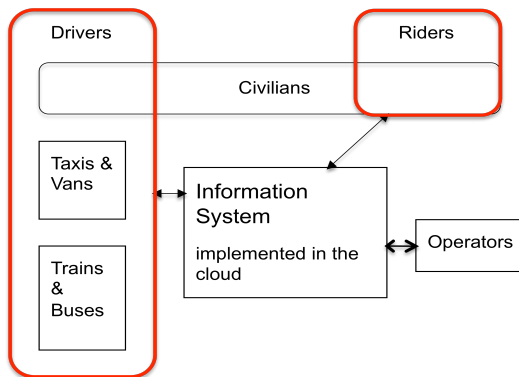
Xxx Xxx
 Xxx
 Xxx

A * indicates that an item is optional. A preset suggests the field may be initialized with a default value. Gray indicates something else must happen before the item is ready to be clicked.

Use Case

User		System	
Thoughts	User's Actions	On Stage	Back Stage
Goals and Motivations			
Preconditions			
Guarantees			
		Success: Failure:	
Main Success Scenario			
Extensions			

1.1 The Sample Use Cases



Here is a comprehensive list of use cases needed to specify the whole system. We will on do a few of them.

General User (either driver or rider):

1. Register
2. Log in
3. Manage Profile
4. Confirm Trip

Driver:

5. Offer Ride
6. Accept rider
7. Cancel Drive
8. Take Trip

Rider:

9. Request Ride
10. Accept driver
11. Cancel Ride
12. Join Trip

Operator:

13. Handle Emergency
14. Follow-up to resolve problems or gather feedback.
15. Analyze and Manage Performance

Profile

Name:

Password:

Email:

Use for real-time communication

Cell Phone:

(X)

Birthday*:

Gender* Male
 Female

I would drive

if it took less than
extra minutes.

I would charge the rider \$

plus per mile
\$

Prefer Male Riders
 Female Riders

I would ride*

if it took less than
extra minutes.

I would pay the driver \$

plus per mile
\$

Prefer Male Drivers
 Female Drivers

This one is a computer screen, not a phone.

Manage Profile

User		System	
Thoughts	User's Actions	On Stage	Back Stage
Goals and Motivations			
Get set up so I can arrange rides with others			
Control preferences			
Guarantees			
			Success: Profile stored with all needed information. Failure: No information lost or corrupted.
Main Success Scenario			
	Change Name, Password, B'day.		Store
	Change email.	Please respond to the email we're sending.	Send query to email, remember pending flag
	Change phone	Please respond to the SMS message we're sending with "Go".	Send SMS to phone, remember pending flag
	Submit	Return to previous page	If consistent, complete, and checked
	Set Billing Information	Go to billing view	If consistent, complete, and checked
			When receiving response from phone or email, Remove pending flag
Extensions			
	Fail to fill in mandatory field	Flag unfilled field and stay on view.	
	Pending flag not removed.	Repeat appropriate "Please respond" message, including resend option.	
	Neither driving nor riding selected	Complain and stay on view.	

Ride Offer

Date:

Start time:

Start place:

End place:

Specify Route

Return start
time:*

Ask per trip: \$

Repeat* Daily

MTWTF

Weekly

Make Offer

Offer Rides

User		System	
Thoughts	User's Actions	On Stage	Back Stage
Goals and Motivations			
Wants to save money/time.			Wants commission
Social Networking			
Environmentalism			
Preconditions			
	Driver has registered		Profile is set up properly.
Guarantees			
			Success: Trips stored in data base Failure: Problem stored in analytics data.
Main Success Scenario			
	Fills in text fields or option		Store
	Fill in return time		Create and store second trip values.
	Request		Check for completeness, consistency. If Repeat box checked, store trip in Repeating Schedule. Call Google Directions to plot route unless she specified route
Extensions			
	Specify Route	Overlay Google Maps route, allow fiddling, followed by "OK"	Change route plan.
	Mandatory field missing.	Flag field and stay on view.	
		Asks for clarification of place.	If either place cannot be found in map database
	Return time is before departure time	Complain and stay	

Ride Request

Date:

(today)

Start time:

(now)

Start place:

(here)

End place:

Return start
time:*

Offer per trip: \$

Repeat*

Daily

MTWTF

Weekly

Request

Request a Ride

User		System	
Thoughts	Actions	On Stage	Back Stage
Goals and Interests			
Rider wants limited delay, reasonable cost			Wants the commission
Goal: request a ride so that she can avoid driving and be safe			
Precondition			
	Rider has logged in		Rider has an account account, complete data
Guarantees			
			Success: Trips stored in data base
			Failure: Problem stored in analytics data.
Main Success Scenario			
	Fills in Date, Start time, Start place,		Store
	Fill in return time		Create and store second trip values.
	Fill in end place	Calculate Offer from profile if blank.	
	Request	Return to previous view.	Check for completeness, consistency. If Repeat box checked, store trips in Repeating Schedule
Extensions			
	Mandatory field missing.	Flag field and stay on view.	
		Asks for clarification of place.	If either place cannot be found in map database
	Return time is before departure time	Complain and stay	
		Complain and overlay payment window.	Offer exceeds balance

Ride Request for You

Date: <rider's date>

Time: <rider's time>

Start:<rider's place>

End: <rider's destination>

Name:<rider's name>*

Cell: <rider's cell>*

Email: <rider's email>*

Send My Name

My cell

My email

Message

Yes

No

Maybe

Accept a Rider

User		System	
Thoughts	User's Actions	On Stage	Back Stage
Goals and Motivations			
See Offer a Ride			Wants to make matches
Preconditions			
			A feasible driver/rider match has been found
Guarantees			
			Success: Trip contract is stored in both personal data bases. Trip scheduled Failure: Route data base stays the same.
Main Success Scenario			
		Request is sent to driver's real-time contact device(s) initialized with driver's default box checks.	
I know/don't know this person	Change check boxes or message		Store
Looks good.	Yes	Thank you. close	Store trip. Notify rider on contact device(s) including details. Leave driver in route data base unless capacity reached.
I have questions	Maybe		Send Message, contact information to rider
Extensions			
	No	Thank you. close	If Message, Send to rider.
	Driver may contact rider by phone or email.		

Confirm Ride

<day><time><start><end><people....>

The ride was... aborted
 good
 bad

Details:

Send

Confirm Ride

User		System	
Thoughts	User's Actions	On Stage	Back Stage
Goals and Motivations			
Knows what happened			Wants to check performance and collect commission.
Preconditions			
	Participant opens confirm view spontaneously	...or request to confirm is sent to all participants.	... if the expected end time for a trip has passed
Guarantees			
			Success: All participants respond and results are stored. Failure: Case is sent to review process, no change to data base
Main Success Scenario			
	Fills in details		Store for sending later.
	Rider checks good and Send	Thank you	Money is transferred from rider's account to driver's.
	Driver checks good and Send.	Thank you.	If Rider has not responded, request again or send to urgent follow-up process.
Something went very wrong.	Rider or driver checks aborted and Send.	Sorry. Close	Follow-up process is initiated. No money transferred.
Something went wrong.	Rider or driver checks bad and Send.	Sorry, Close.	Follow-up process is initiated. No money transferred.
Extensions			
	No	Thank you. close	If Message, Send to rider.
	Driver may contact rider by phone or email.		