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Susan Gov
User Scenarios

EMMA DONALDSON

23 years old

Earned a B.F.A. in Fashion Design from the University of San Francisco and the California College of Arts

Has been working for the past 1.5 years designing labels for Seven jeans

\$35,000/year salary

Just married Brett Donaldson (25 years old), whom she has known for three years

Originally from San Jose, currently renting a one bedroom apartment in San Francisco and living with Brett

Drives a 2005 Mazda 6

Made a scrapbook (back when she and Brett were still dating) as a keepsake of their relationship, to document important events throughout it

Has had a passion for scrap booking since junior high, has several physical scrapbooks

Parties with Brett and college friends at clubs and bars during her free time

Has Facebook, MySpace, Xanga (which she uses to post blogs with pictures), and AIM accounts

Average technology user

Just purchased a new laptop and is paranoid about keeping it in good condition

Likes technology, but is not an expert user; not really sure how computers and technology work; usually needs help from friends to step her through the process of installing new programs, etc.

Does not have any more technology in her apartment than any other average couple



EMMA'S SCENARIO 1

Emma has several scrapbooks (one for her and Brett, one with her friends, etc.) that have been sitting on her bookshelf for years. She has shown them to other people, but she would like to make this sharing process more memorable and engaging and be able to archive it somehow. Thus, Emma decides to make these scrapbooks available online by creating an account with Shutter. All of the pictures in her current scrapbooks were taken on a digital camera, so she has digital versions of these pictures which she can use to recreate the scrapbooks online. This way, Emma's friends and family can view her scrapbooks and comment on various pictures in them. Emma accesses the Shutter website, clicks on the "Sign Up" link, and fills out the necessary information to create her account.

An advantage of having her scrapbooks online is that she can now easily show them to her long distance family members and college friends. Additionally, these people do not need a Shutter account in order to view or comment on Emma's scrapbooks. Emma gave her scrapbooks public access so that anybody is capable of viewing their contents. This is the default setting and can be changed from Emma's Shutter homepage via the "Privacy" section of the "Settings" link. All a person has to do is go to the Shutter site and search for Emma's scrapbooks by searching for Emma's name (or by going to the URL unique to Emma's account) in order to view her page and her scrapbooks. However, Emma wanted to monitor what was being commented on her scrapbook, so she edited her privacy settings to require her approval before any comments made by others are directly viewable in her scrapbooks. Thus, Emma now has a new, more interactive way of sharing her scrapbooks with her friends and family.

EMMA'S SCENARIO 2

Emma and Brett recently married at the Silver Creek Country Club in San Jose, California. They have just returned from their two-week honeymoon in Paris. Of the 500 guests who attended the wedding, many had brought personal cameras or camcorders. Some of the guests were even professional and amateur photographers. These guests notified Emma recently that they had taken many good pictures from the wedding that they wanted to share with her, Brett, and the other guests as well. Some had also taken videos of Emma and Brett's first dance as husband and wife, in addition to the toasts made by the maid of honor and the best man.

Since so many people from the wedding have pictures and videos to share, Emma decides that a simple way to coordinate this sharing and allow everybody (both those at the wedding and those unable to attend) to easily view these pictures and videos is through Shutter. Emma already has a Shutter account, so she creates a new group scrapbook called "My Wedding". However, she only wants her family and friends to be able to view and contribute to it, so she makes it a private scrapbook, which requires her to assign it a password. As she is writing the Thank You cards for the wedding gifts she and Brett received, she adds information about how to access this group scrapbook for the wedding and also provides the scrapbook's password. Emma mentions to her friends and family in her Thank You cards that they can access her Shutter homepage via her personal Shutter URL, or by searching for her username or name on the Shutter site. To view this private album, they must enter the scrapbook name and password on the site where it asks to log into a private scrapbook.

BENJAMIN (BEN) LEE

40 years old

Married to wife Megan (Kindergarten teacher), and has 2 kids, James (age 10) and Abby (age 7)

Professional wedding photographer/videographer

Self-employed, runs a wedding photography/videography business that has been in business for 15 years now

Maintains his own website promoting the business

Cousin of Emma's maid of honor (who is her best friend)

Hired by Emma and Brett to photograph and videotape their wedding

Has been interested in photography since high school, took random courses here and there



B.S. in Biology from UCLA; worked for a few years, then got bored and picked up photography

Quit his job to start his business with Megan, who helps with the business

\$65,000/year salary

Owns and lives in a four-bedroom house in San Jose, California

Works solely in digital photography, no film, and does his own digital retouching

Owns a high-end desktop PC (which he built and customized himself) that he uses to do all of his work on

Very technology savvy; knows a lot about computers, technology, and the latest gadgets, and is always trying to keep up to date with current trends

Relies heavily on his e-mail, IM, and cell phone to communicate with others; does not have MySpace or any accounts with online communities

In his spare time, he spends time with his kids and fixes up the house/yard

Has never scrapbooked, does not know anybody who does

BEN'S SCENARIO

Ben was hired as the professional photographer/videographer for Emma and Brett's wedding. He is now in the process of making a wedding video for the couple, in addition to editing the photos from the wedding. The package that Emma and Brett purchased includes a photo montage of the couple that was shown as a slideshow during the wedding reception. Although Ben has some of his sample work on his business website, he is considering possibly adding new features to his site, such as posting sample photo montages (as well as other photographs and videos) and allowing couples to comment on them. However, this would require him to manually enter the comments on his website, and it would also require the couples to somehow provide him the comments in writing or verbally and then him remembering them verbatim. Furthermore, he would have to ask these couples for permission to quote them. This process is already sounding quite troublesome.

Luckily, Ben recently heard about an online tool called Shutter and thinks that this would be the perfect opportunity for him to make samples of his work publicly available. He believes that creating a scrapbook on Shutter that showcases his work will complement his company website in addition to helping to further advertise his business. He can refer potential clients to view his work that has been posted and read the comments that have been posted by couples who have previously hired him. Thus, Ben goes to the Shutter website, creates a new account under the "Sign Up" link, creates a publicly viewable scrapbook by selecting "New Scrapbook", and adds some pictures, video clips, and a mini photo montage from Emma and Brett's wedding. He also adds a song ("Canon in D") to the scrapbook that he wants to play in the background when people are browsing through the scrapbook, in an effort to give his scrapbook the ambiance of a wedding as if his visitors were actually at a wedding themselves. Since this scrapbook only consists of his work, he decides to add his own captions and descriptions to the items in the scrapbook, so he makes the album only editable by him. This setting is found under the "Privacy" section of the "Settings" link. However, anybody can view the album and comment on it, though all comments must be approved by him first. After he finishes, he calls Emma and urges her to look at the scrapbook and add any comments she would like.

JESSICA SANCHEZ

24 years old

Amateur photographer

Currently attending Brooks Institute of Photography in Santa Barbara, California; Professional photography major, about to graduate in 6 months

Originally from Morgan Hill, California; currently living in Santa Barbara

Married, husband Brian is 23 years old, no kids

Friend of Emma, guest at her wedding

Recently purchased a new MacBook Pro, does a lot of work in Photoshop

Fairly technology savvy, interested in computers and technology

Works in both digital photography and film photography

Does her own retouching (both digital and with the film itself as she develops the photos)

Shows slideshows of her photos using iPhoto

Communicates with others to a great extent via e-mail and IM

Has Flickr, Facebook, Myspace, and IM accounts

During her free time, she spends time with Brian and goes hiking/camping/backpacking

Loves the outdoors

Does not scrapbook, though her best friend does



JESSICA'S SCENARIO

Jessica was also present at Emma and Brett's wedding, during which she had her professional-grade camera and had taken numerous pictures. She has developed them all and is excited about showing them to Emma. She has just received a Thank You card from Emma and Brett for her gift (a gift certificate for both of them to receive massages at the spa), along with information about the scrapbook Emma created for her wedding on Shutter. Jessica already has a Shutter account because her best friend has been raving about the site, and Jessica had to create an account in order to add pictures to her best friend's scrapbooks on Shutter. The site allows for some fairly interesting interactions, so Jessica is excited about using it to post her pictures from Emma's wedding. Jessica grabs her Mac, launches the web browser, and navigates to the Shutter site. By searching for "Emma Donaldson," she is able to find Emma's page. Jessica has the option of logging into one of Emma's private albums, so she enters "My Wedding" as the name of the album along with the password that Emma provided in the Thank You card. Jessica eagerly begins posting her pictures to the scrapbook, while adding her own excerpts and comments describing the scenes in her pictures and what she remembers about them.

TREVOR PAINE

52 years old

First Sergeant in the US Army, stationed in El Paso, Texas

\$80,000/year salary

Divorced 3 times, currently actively dating

Has 4 children, ages 9, 12, 18, 25

Emma's uncle, present at her wedding

Owns and lives in a three bedroom condo in El Paso with his two German Shepherds

Only has an e-mail account because his job requires him to have one, and this is his official US army e-mail

In his free time, he likes to play poker online, which is a second source of income for him

Makes about \$120,000/year from poker earnings

Has a desktop at home that he uses to check his e-mail, to play poker, and to do some work-related tasks, but he does not use it for much of anything else

Not up to date with technology

Does not know much about the Internet or computers or technology, except what he knows about online poker

Has a cell phone to keep in touch with people, but has trouble working with some advanced features like voicemail setup

Does not own a digital camera

Does not have an IM account, does not have any other accounts with online communities

Has not scrapbooked before



TREVOR'S SCENARIO

Trevor attended his niece Emma's wedding with his girlfriend Trisha. Trisha forgot her digital camera at home, but wanted Trevor to take pictures at the wedding, so she begged him to use the camera on his cell phone since her cell phone does not have a camera. Now Trevor has these pictures on his phone from the wedding (some of them actually turned out quite well, after a few hundred attempts), and he is pondering how he can transfer them from his phone, or otherwise share these pictures with Trisha and others. He especially wants to show Emma his attempt at photography during her wedding. After some experimenting and help from Brett, Trevor finally is able to transfer the pictures from his phone to his computer using the USB cord that hooks into his phone. He has also received a Thank You card from Emma and Brett for his gift, which was a pre-paid trip for the couple to Hawaii. He reads in the Thank You card about the scrapbook that Emma has created on Shutter. He has never heard of this tool before, but he manages to create an account fairly easily by clicking on the "Sign Up" link on the Shutter homepage. With the URL to Emma's Scrapbook page, the scrapbook name, and the scrapbook password provided in the Thank You card, Trevor is able to go directly to Emma's page, log in to her wedding scrapbook, and add the digital photos he now has on his computer from the wedding. He notices Jessica's pictures, which are similar to some of the ones he took, so he decides to comment on them while he is there. While navigating the pictures in the scrapbook, Trevor also sees that Jessica has commented on some pictures capturing events that he remembers quite clearly, such as the cutting of the cake. Trevor is also in some of these pictures, so he decides to take a few minutes to add more comments to Jessica's, thus adding to the story that she has already started telling about the wedding.