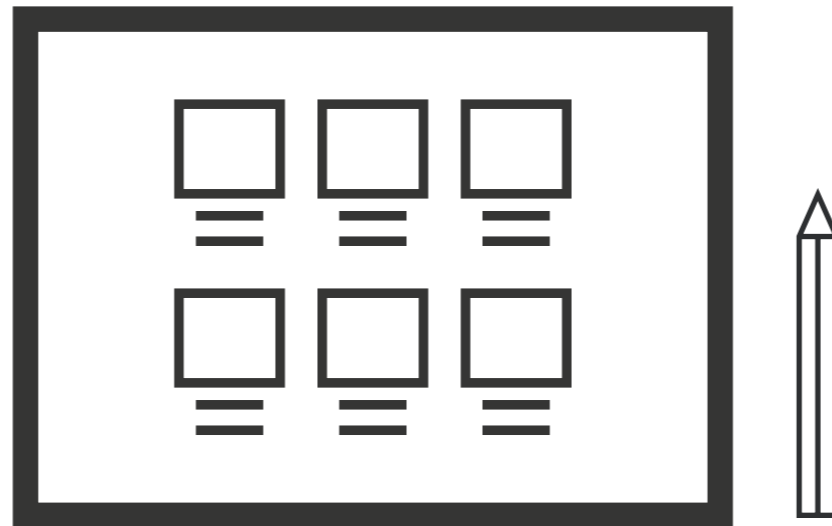


CONCEPT DESIGN SCENARIO



The DRLab toolkit

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For more information you can visit the website www.drlab.unitn.it or write to info-drlab@unitn.it.

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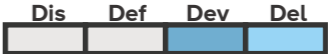


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Introduction

Tool that describes a narration, generally set in the future, of a user's experience with a service. It allows you to view significant details of the experience by creating empathy with a design idea. In fact, the purpose of a scenario is to make the project ideas explicit and concrete in order to understand how a service will be used in the future. The compilation of the design scenario, which should be carried out from the point of view of a specific user, or personas of reference, follows the sequence of interactions necessary for the execution of an activity. Scenarios can include context and circumstance information that causes the user to interact with the service.

For a theoretical study visit the page
www.drlab.unitn.it/glossary/#scenario

Usage tips

Main aim:	 Generative
Prerequisites:	 Personas
Process phase:	
Difficulty:	
Suggested facilitation:	 Without/ partial
Participants:	Min. 3 people
Needed material:	Print of the model, pens and pencils



CONCEPT DESIGN SCENARIO

Tool template

FILL OUT THIS TEMPLATE
IN YOUR COLLABORATIVE ACTIVITIES



Project title

Protagonist

Scene 1

Scene 2

Scene 3

Scene 4

Scene 5

.....

.....

.....

Scene 6

Scene 7

Scene 8

Scene 9

Scene 10

.....

.....

.....

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Instructions


Premise: On post-its or on a separate sheet, identify the objectives and actions necessary to achieve them. Also write down the questions the protagonist might ask himself during the actions performed.


1. Indicate the project title. Indicate the protagonist/actor, or the persona profile that will be the protagonist of the actions described in the story.
2. Describe the scene through a visualization (e.g. photos, collage, sketches).
3. Describe the same scene through a complementary text that highlights further information and specifics of the story.

N.B. In each scene you must show: elements with which the protagonist interacts; main features of the context that determines the experience on the basis of project objectives. Repeat points 2 and 3 for each scene.

N. B. The protagonist can be drawn from the persona profiles or can express features of a hypothetical user if there isn't more detailed data.

1


CONCEPT DESIGN SCENARIO
 Tool template

FILL OUT THIS TEMPLATE
 IN YOUR COLLABORATIVE ACTIVITIES 


Project title

Protagonist


2				
Scene 1	Scene 2	Scene 3	Scene 4	Scene 5

3

Scene 6	Scene 7	Scene 8	Scene 9	Scene 10


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CONCEPT DESIGN SCENARIO

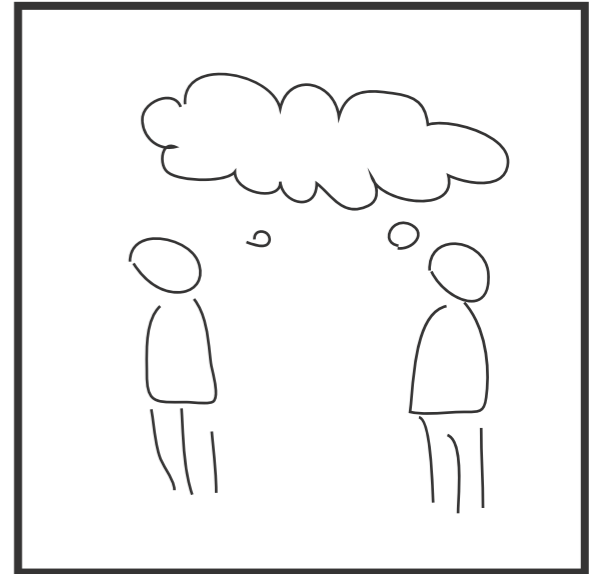
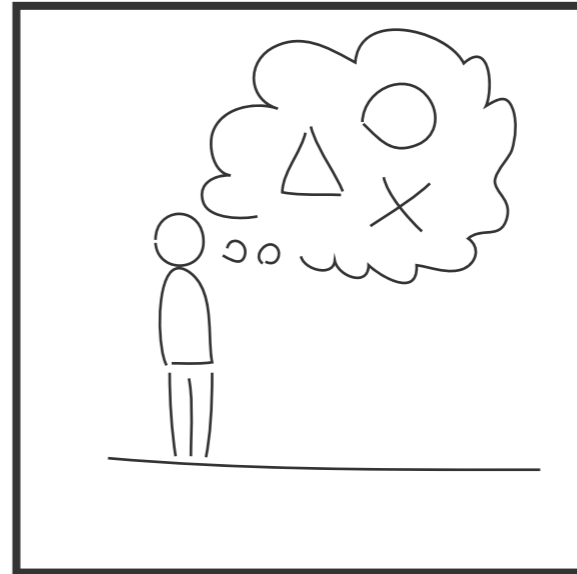
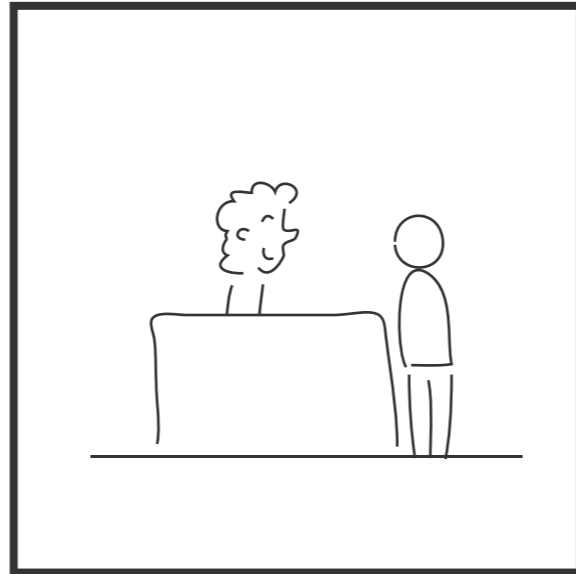
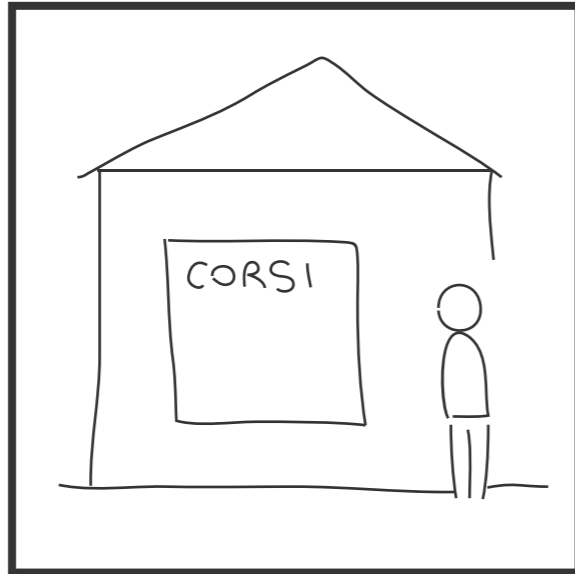
Tool template

FILL OUT THIS TEMPLATE
IN YOUR COLLABORATIVE ACTIVITIES



Project title *City cultural center (CC): new services and new offers*

Protagonist *Andrea*



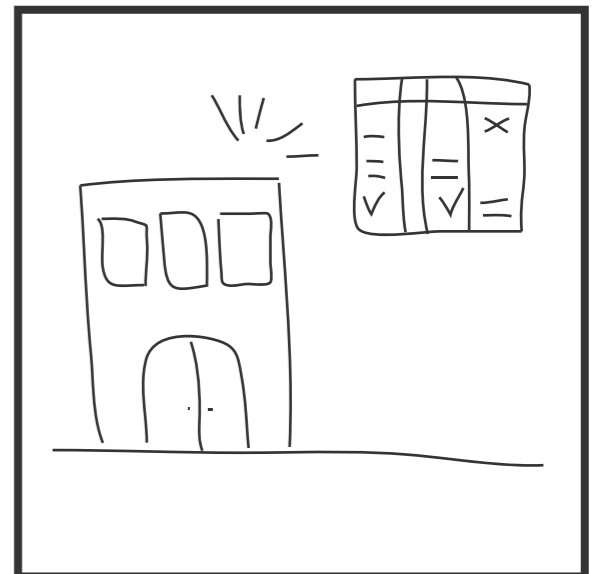
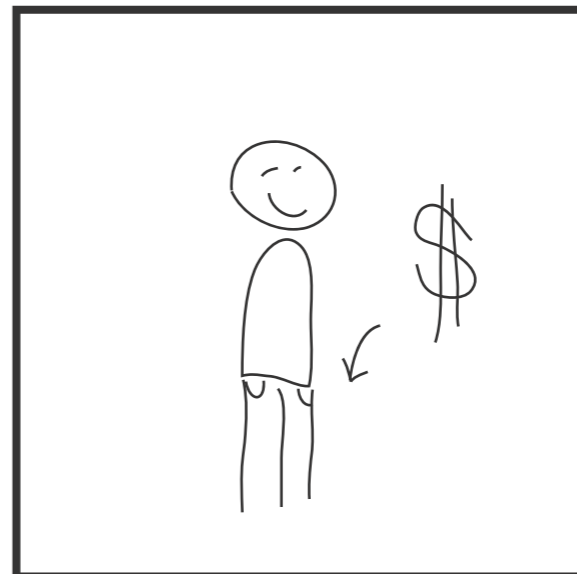
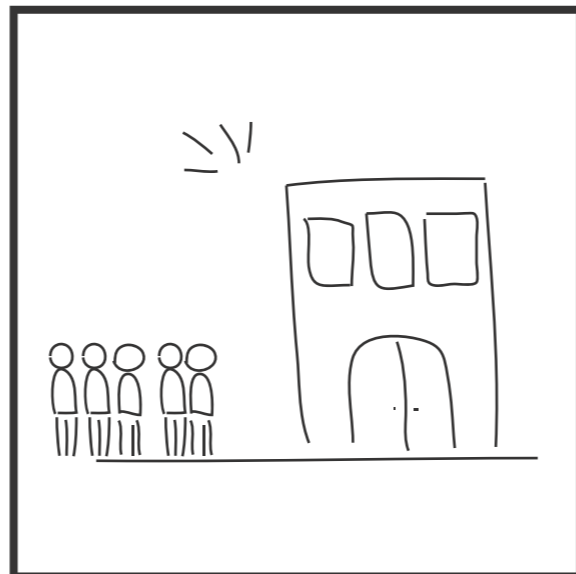
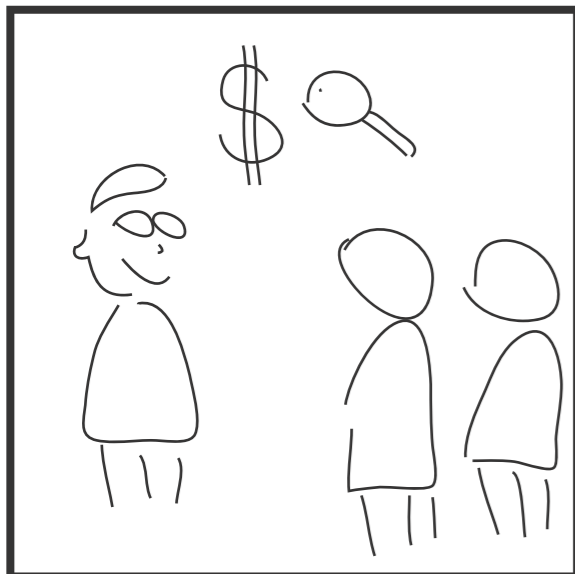
Scene 1
Andrea is unemployed. He lives in the suburbs and is looking for a job

Scene 2
He goes to the CC cultural center to consult the offer of the courses

Scene 3
He enrolls in a free course on social innovation

Scene 4
He attends the course and the hub of the cultural center to put into practice what he has learned

Scene 5
he co-designs with other people a youth center focused on recreational services in the suburbs



Scene 6
A CC tutor helps them develop a prototype and find funding

Scene 7
Andrea and his group participate in a public tender for funding

Scene 8
The project is funded and the youth center is being developed in the area

Scene 9
Andrea manages the youth center as a form of employment

Scene 10
Andrea and his collaborators provide recreational services for young people in the suburbs

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