
PURCHASE SKIS ONLINE - PART 3 OF INTERFACE DESIGN DOCUMENTATION

By Loren Smith

Project Overview

5a. User Stories

5b. User Scenarios

- Finding information on different ski types
- Designing your own skis
- Purchasing a pair of skis as a gift

5c. Rapid Prototyping

- Website sitemap
- User scenario task flows

5a) User Stories

1. Jason, 18

- Jason is 18 years old and has only been skiing for 2 years. He is not a very experienced skier and has very little knowledge about different ski types. He typically goes skiing a couple of times a year and rents his skis from the resort because he couldn't afford to buy his own. He has now saved up enough money from his high school job and wants to buy his own pair. He is planning on going to school at the University of Colorado Boulder after he graduates, and expects that he will be skiing much more often. He lives near Cleveland and does not have a ski store near him. He is quite used to online shopping and decides that he will try to purchase a pair of skis online. However, he would like to learn about which type of ski would best suit him before purchasing a pair. He also needs to purchase a pair of poles that would match, but already has a helmet, goggles, and boots. He googles ski websites and clicks on the link to the ski site.

5a) User Stories

2. **Sarah, 27**

- Sarah is a 27 year old experienced skier who goes skiing multiple times a month. She works in the marketing department for a popular clothing chain and can only ski on the weekends. The last time that she bought a pair of skis was four years ago and she needs a new pair. She is tired of seeing all the same ski designs and really wants to design her own. She is going to keep her poles that she has and wants nonintegrated bindings for her new pair. She likes to explore the mountain while skiing and often skis through the woods and on rough terrains, so she is specifically looking to buy a pair of free ride skis. She doesn't have time to go to a store and pick them out, so she wants to simply find a pair online that can be delivered to her house. She is very experienced with using the internet because she uses it constantly at her job, so she believes that she should be able to quickly find and purchase a suitable pair for her.

5a) User Stories

3. **Sally, 42**

- Sally is a 42 year old mother of 3 who has never skied in her life. Her youngest child, who is 7, recently started taking skiing lessons. He began to like skiing very quickly and she wants to buy him his first pair of skis as a Christmas present. She isn't extremely handy with the internet, but she has done online shopping during the holidays before. She doesn't want to spend an absurd amount on the skis, since she has two other children and her son will likely grow out of them in a few years. She would prefer to find some skis on sale that can be delivered to her house. She also will need to buy poles, a helmet, and boots for her son. His favorite color is blue so her main concern will be finding a blue pair in the sale section for children. She would like to get matching poles for the skis unless she can find others for a cheaper price. Someone at her son's ski school told her about the ski site, so she enters the url into the address bar.

5b) User Scenarios

1. Finding information on different ski types (Jason)

- Once he gets on to the site, Jason goes to the men's section and chooses the "Shop by Type" option.
- After reading the information provided on each type of ski, he decides that all-mountain skis would work best for him, since he will be skiing on resort slopes.
- He chooses the all-mountain skis and sees brands that are unfamiliar to him. He is not very picky with colors, so he decides to click on the "Best Sellers" filter.
- He finds an all-mountain design that he likes for a decent price with integrated bindings. He chooses his size and adds them to his cart, along with the matching poles paired with them.
- After adding them to his cart, wax is suggested to him in order to upkeep the skis, so he adds this to his cart as well.

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- He goes to the checkout page, enters his shipping and billing information, then confirms his order and has his items shipped to his house.

5b) User Scenarios

2. **Designing your own skis (Sarah)**

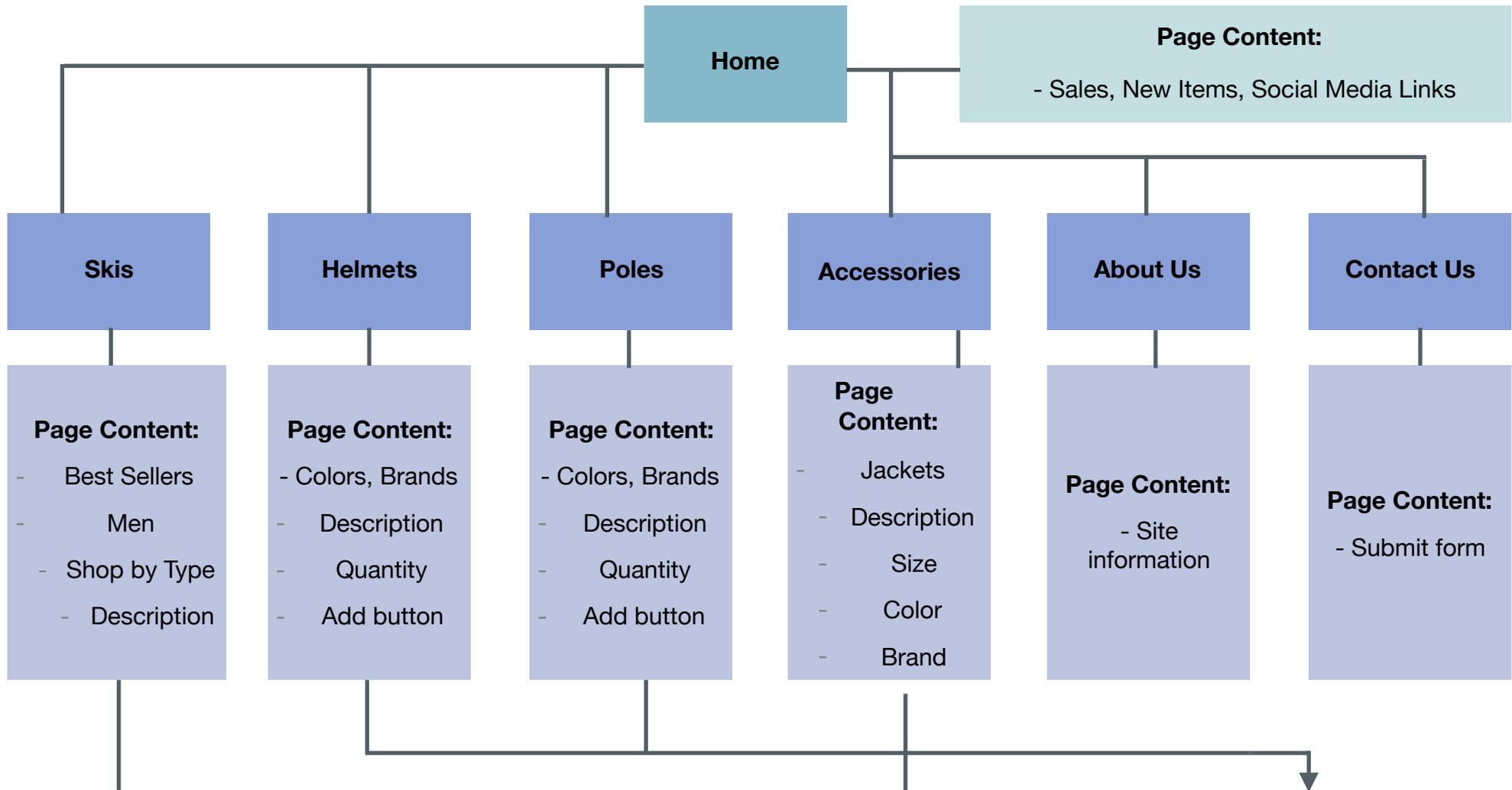
- Once she is on the site, Sarah quickly navigates to the “Design Your Own” option offered under the Women’s category.
- She chooses the free ride skis and is brought to the customization page.
- When customizing them, she adds some of the includes designs that the site offers and also uploads some images that she wants on them.
- She chooses the nonintegrated bindings option and adds the skis to her cart.
- Since the design your own option doesn’t include a durable ski bag, she goes to the accessories section and clicks on bags. She adds a well-built black bag to her cart and goes to the checkout.
- She enters her shipping and billing information and confirms her order.

5b) User Scenarios

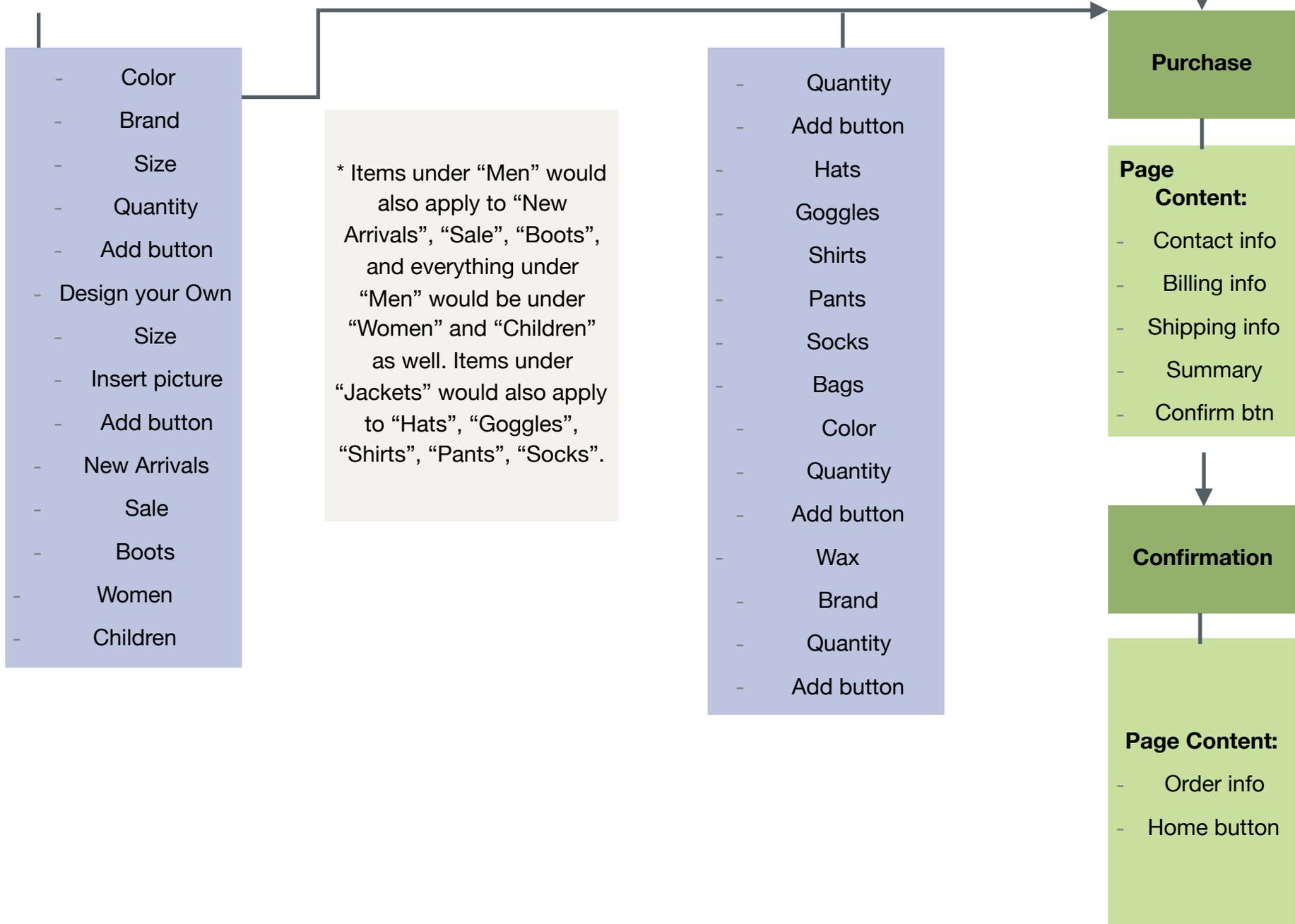
3. **Purchasing a pair of skis as a gift (Sally)**

- After going to the ski site, Sally navigates to the Children section and clicks on the Sale link.
- She finds a pair of blue skis that are expensive, so she filters the skis by price. She finds a cheaper pair and adds them to her cart. The matching poles are decently priced so she includes them as well.
- She then clicks on boots under the Children section. She finds a black pair for a low price, chooses her son's size, and adds them to her cart.
- Lastly, she goes to the Helmets link. She finds a cheap one with good ratings and adds it to her cart.
- She then goes to the checkout, enters her shipping and billing information, and places her order.

5c) Site Map

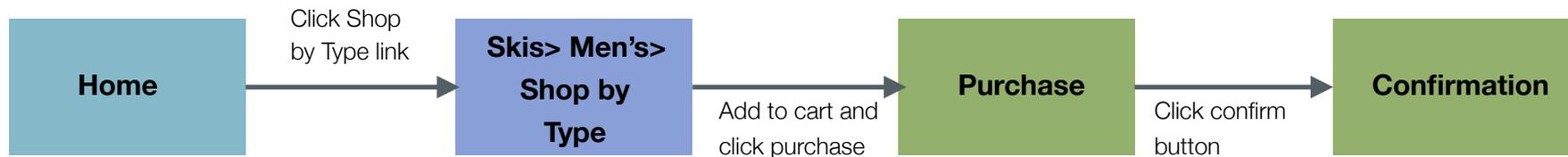


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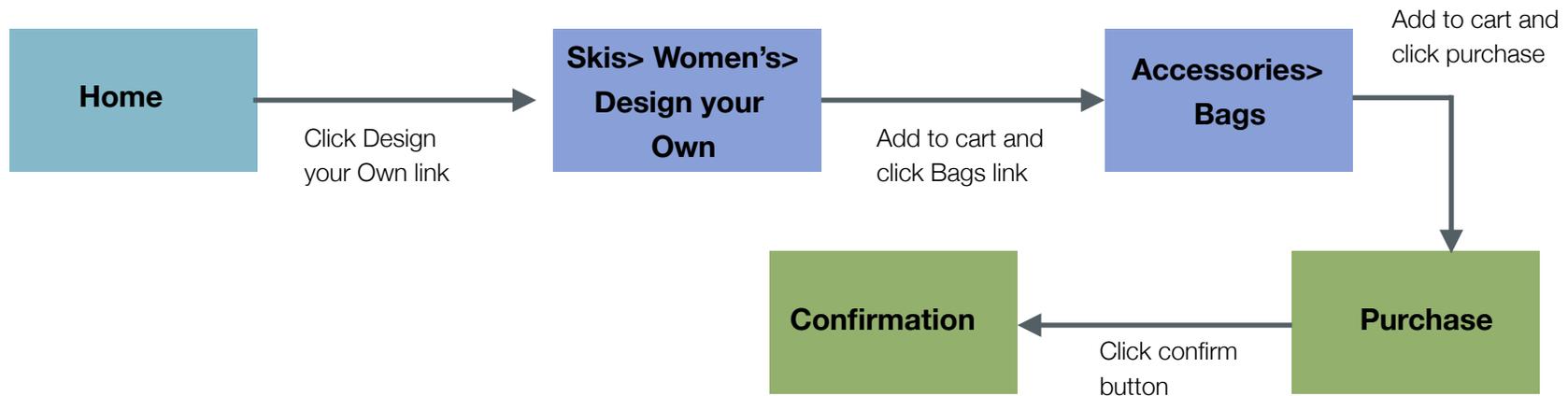


5c) Scenario Taskflows

1. Finding information on different ski types (Jason)



2. Designing your own skis (Sarah)



3. Purchasing a pair of skis as a gift (Sally)

