Module Story Telling

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Abstract
This module addresses Story Telling as a means to explore customer needs and as a means for communication.
Story How To
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Abstract
A story is an easily accessible story or narrative to make an application live. A
good story is highly specific and articulated entirely in the problem domain: the
native world of the users. An important function of a story is to enable specific
(quantified, relevant, explicit) discussions.
From story to design

What does Customer need in Product and Why?

Customer What

Customer How

Product What

What does Customer need in Product and Why?

Customer objectives

Application

Functional

Conceptual

Realization

market vision

a priori solution knowledge

story

analyze design

case

analyze design

design

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SHTfromStoryToDesign
A day in the life of Bob

In the middle of the night he is awake and decides to change the world forever.

The next hour the great event takes place:

This brilliant invention will change the world forever because it is so unique and valuable that nobody believes the feasibility. It is great and WOW at the same time, highly exciting.

Vtables are seen as the solution for an indirection problem. The invention of Bob will obsolete all of this in one incredible move, which will make him famous forever.

He opens his PDA, logs in and enters his private secure unique non-trivial password, followed by a thorough authentication. The PDA asks for the fingerprint of this little left toe and to pronounce the word shit. After passing this test Bob can continue.
Points of attention

- purpose
- scope
- viewpoint, stakeholders
- visualization
- size (max 1 A4)
- recursive decomposition, refinement
Criteria for a good story

- Accessible, understandable
  - "Do you see it in front of you?"

- Valuable, appealing
  - Attractive, important
  - "Are customers queuing up for this?"

- Critical, challenging
  - "What is difficult in the realization?"
  - "What do you learn w.r.t. the design?"

- Frequent, no exceptional niche
  - "Does it add significantly to the bottom line?"

- Specific
  - Names, ages, amounts, durations, titles, ...
Betty is a 70-year-old woman who lives in Eindhoven. Three years ago her husband passed away and since then she lives in a home for the elderly. Her 2 children, Angela and Robert, come and visit her every weekend, often with Betty’s grandchildren Ashley and Christopher. As so many women of her age, Betty is reluctant to touch anything that has a technical appearance. She knows how to operate her television, but a VCR or even a DVD player is way to complex.

When Betty turned 60, she stopped working in a sewing studio. Her work in this noisy environment made her hard-of-hearing with a hearing-loss of 70dB around 2kHz. The rest of the frequency spectrum shows a loss of about 45dB. This is why she had problems understanding her grandchildren and why her children urged her to apply for hearing aids two years ago. Her technophobia (and her first hints or arthritis) inhibit her to change her hearing aids’ batteries. Fortunately her children can do this every weekend.

This Wednesday Betty visits the weekly Bingo afternoon in the meetingplace of the old-folk’s home. It’s summer now and the tables are outside. With all those people there it’s a lot of chatter and babble. Two years ago Betty would never go to the bingo: “I cannot hear a thing when everyone babbles and clatters with the coffee cups. How can I hear the winning numbers?!”. Now that she has her new digital hearing instruments, even in the bingo cacophony, she can understand everyone she looks at. Her social life has improved a lot and she even won the bingo a few times.

That same night, together with her friend Janet, she attends Mozart’s opera The Magic Flute. Two years earlier this would have been one big low rumbly mess, but now she even hears the sparkling high piccolos. Her other friend Carol never joins their visits to the theaters. Carol also has hearing aids, however hers only “work well” in normal conversations. “When I hear music it’s as if a butcher’s knife cuts through my head. It’s way too sharp!”. So Carol prefers to take her hearing aids out, missing most of the fun. Betty is so happy that her hearing instruments simply know where they are and adapt to their environment.
Value and Challenges in this story

Value proposition in this story:
quality of life:
active participation in different social settings
usability for nontechnical elderly people:
"intelligent" system is simple to use
loading of batteries

Challenges in this story:
Intelligent hearing instrument
Battery life — at least 1 week
No buttons or other fancy user interface on the hearing instrument, other than a robust On/Off method
The user does not want a technical device but a solution for a problem
Instrument can be adapted to the hearing loss of the user
Directional sensitivity (to prevent the so-called cocktail party effect)
Recognition of sound environments and automatic adaptation (adaptive filtering)

source: Roland Mathijssen, Embedded Systems Institute, Eindhoven
Exercise Story Telling

- Create a story using the criteria.
- Transform the story into a case (functional, as well as quantitative).
- Perform a short design exploration based on the case.
- Improve the story based on the use in the case and the design.
- Use time boxes to ensure that you make all the indicated steps.