

# Tutatama (afisha.tochka.net) scenarios.

We should not be too literal in providing functionality for a specific scenario. For example, we should not have a wizard called “meet up after work” and guide the user through some pre-defined steps (or even a section called that). This approach runs the danger of making the user they are forced to proceed in a specific manner which may or may not be helpful to them. Instead, we should think carefully about the user’s information needs and provide that information in the most logical places—places where the user will expect to find that information.

## Spur of the moment.

1. *Go out tonight!*
  - i. Scenario: user found out that s/he and user’s special someone can go out tonight. User wants to quickly find something they both would like. It also needs to be reasonably close to user’s special someone’s place of work.
  - ii. User is looking for: location-keyed list of quality suggestions;
  - iii. Feature suggestions: interactive map; suggestion list driven by the user’s and his/her special someone’s explicit preferences and/or history; suggestion list driven by automatic/manual collaborative filtering (by other users of the site).
2. *Looking for quick ideas.*
  - i. Scenario: friends called asking for ideas for a gathering today. Need to quickly suggest an activity the user would be interested in doing him-/herself as well as the friends. Since everyone is coming from a different location in the city, the location of the place doesn’t really matter.
  - ii. User is looking for: suggestions for activities that would appeal to a wide range of participants (do not require advance booking, dress code, equipment, etc.)
  - iii. Feature suggestions: winnowing tool/engine where a user selects the friends and their preferences are fed into the recommendation engine to create a customized suggestion list.
3. *Looking for location-specific food place.*
  - i. Scenario: friends just called—they’ve met up at a particular location in the city and don’t really know any good places to eat in that area. Since you’re close to the Internet and they’re not, you need to look up a food place close to where they are and then go there to join them.
  - ii. User is looking for: a way to get a quick overview of what eateries (restaurants, but not only restaurants, since pubs also have food, as well as entertainment venues) are close to specific location; comprehensive information about these places, a way to **compare** them along the most important criteria at-a-glance, directions.
  - iii. Feature suggestions: an interactive map a way to display food places, visually-coded by preferences derived from the recommendation engine; a filter tool to allow the user to narrow down the selection by type of place, “face control,” type of food, etc.
4. *TV vs. City – Should I go out or stay in?*
5. *The place and time are set; alert everyone!*

## Advance planner.

### 6. *Special evening.*

- i. Scenario: it's the middle of the week. User wants to plan a special evening. S/he has a few types of activities in mind, one of which must include some kind of food (and not fast food, but a full service restaurant).
- ii. User is looking for: activity suggestions for a specific day. The food activity should be co-located with the chosen main activity/ies. All venues/places should have descriptions that include dress code, cost, etc. as well as reviews from the site staff and/or other users.
- iii. Feature suggestions: calendar of events (view by day), then type of activity. Need good location indicators for places. Good information about places: hours of operation, cuisine for restaurants, etc. Also a "what's nearby" search application: user selects the main event venue (i.e. theater) and then looks up what *complementary* facilities are available nearby.

### 7. *Match outdoor activity to nice weather.*

- i. Scenario: user learns that the weather will be very nice on at least on one of the two weekend days. Therefore, the user wants to know if there's anything interesting going on that day that takes place outside.
- ii. User is looking for: a way to quickly filter all available events to include only those that are outside.

### 8. *What will the weather be like on the day of an event?*

- i. Scenario: user plans to attend an outdoor event, but the user will not attend if the weather is stormy.
- ii. User needs: to know whether s/he should go in time to cancel.
- iii. Feature suggestions: an automatic email and home page alert if the event is marked weather-sensitive and the weather forecast is for stormy weather.

### 9. *Visiting the city.*

- i. Scenario: user is coming from out of town and needs to plan activities in the city;
- ii. User is looking for: calendar of events; list of places that are specifically characteristic of the city (i.e. places that should not be missed), good instructions on how to get from the hotel (or other location) to the location of the place; complete information about the place, including text and visual street-view-based directions, *all on a single page* so that users can print out the page and be confident that they have all the information they need to get to the place.
- iii. Feature suggestions: *destination guides* which would feature a main destination and a list different types of places (museums, restaurants, etc.) nearby.