Kevin Cornwall
VAIO User Experience

# VAIO Care 7.0                    design brief

6.10.2010

*This is a document of the currently agreed upon scope and direction for user experience (UX) of the software. It is a living, "Agile" document. It is* not *a requirements document.*

# Revision history

| Date | Author | Description of change |
|---|---|---|
| 5.26.2010 | Cornwall | First draft |
| 6.10 - 6.20.2010 | Cornwall | Adding more detail. (To view: Review > Show Markup > Insertions) |
| 7.01.2010 | Cornwall | Added information for support of the design direction |
| 7.07.2010 | Cornwall | Added concept sketches |
| 8.15.2010 | Cornwall | Added Design Center comps |
| | | |
| | | |

# Background

1. **The VAIO Care Concept**

VAIO Care 7.0 will provide VAIO users with a simple, powerful way to manage PC software. On their VAIO Care 7.0 dashboard, users can view high priority information like critical updates and alerts, plus basic system information. By drilling down, users can browse installed programs by category, learn about features, keep Sony and PC software up-to-date, and learn about and install new programs.

In Phase 2, VAIO Care 7.0 will also promote (recommend, via social media applications available from *VAIO Marketplace*; as well as show important VAIO communications.

2. **Business Drivers**

The 2009 VAIO global survey identified three priority pain points with VAIO software.

1) Customers are annoyed with value-added software (VAS) and trials, which they view as "bloat-ware."
2) Customers are unaware of the features and benefits of VAS, which contributes to the perception that it is "bloat-ware."
3) Customers do not know which software they can be used for their purposes or where to how it find out.

3. **Stakeholders**

*Here we identify the various stakeholders who may influence our project. We identify the key issues for each stakeholder so that they can be addressed in the design.*

A. VAIO General Business: Bamba-san
B. Sony Design Center: Chris DePizzol
C. VAIO Update: Kojima-san
D. OOBE: Michael Chang
E. Regional Managers for Content
   VAIO Care 5.x: Paul Huang

4. **Business Objectives**

**Summary**: increase customer ease and satisfaction, improve brand status and loyalty, reduce support costs, and add revenue.

A. Increase usage and add value to pre-installed VAIO, Sony and 3$^{rd}$ party software by providing:
   o A simple, unified, organized way to browse all software on VAIO PCs.
   o Offer easy to understand information about software features and benefits to persuade customers of value.
   o Mitigate user frustration over unwanted software
B. Consolidate software management features that are now spread across applications (i.e., VAIO Care 5.x, *VAIO Navi, VAIO Care, VAIO Update, Download Taxi, VAIO Application Manager,* Windows *Update*)
C. Reduce tech support costs
   o Maintain dependencies (shared libraries) between applications when uninstalling applications.
   o Inform users about installed software and features (50% of all support calls).
D. Change distribution model for new software and software updates to web-based, thereby improving the means to distribute software that, today, misses image build dates.
E. Provide a new communication tool for offers, news and software promotions.
F. Push information alerts, fixes and security patches for installed software & drivers to help keep PC running smoothly.

5. **Business Process Analysis**
   *A brief description of how business process will be altered once the product is deployed.*

   • Product disk imagining – hidden P1 partition goes away in phase 3.
   • Sony/VAIO software will require new and consistent metadata (description, features, promotional content, including images).
   • Silent installers/uninstallers for Sony software - especially updates – to afford auto-care.
   • Globally diverse developers will work more closely together with Design Center oversight

6. **Open Issues**
   *These summarize any open business and technical decisions, limitations or risks that should be factored into the design.*

   A. Determine what software users want to be pre-installed and which should be optional.
      o Ultimately create a user profiler to elicit user interests and then recommend software based on the profile (i.e., during OOBE).
      o Revenue Tool for Sony BackStage pre-sales
   B. Content for the Learn and Discover functions
      o What programs will be included for Rich Content? VAIO? Partners? Windows? 3$^{rd}$ party?

- o Who will create the content, overview videos, screenshots, where does it come from? Tentatively, Sony Japan Product Planning.
- o Given the current compartmentalized software distribution model, how will regionalization be managed?
- C. Some software and updates are not available as silent install/uninstall, but must be for Auto-Install. This creates an obstacle for the goal

**7. User Segments**

*These are the ways we have chosen to represent our audience.*

- A. **Technical Scale**
- o **Non-technical** computer user – minimal technical knowledge, likely to avoid any actions unrelated to "well established" tasks, needs clear/simplistic explanations and handholding.
- o **Experienced** computer user – some technical knowledge, familiar with computer software installation/basic configuration; understands a computer needs to be maintained/managed.
- o **Technical** computer user – high level of technical knowledge, can custom configure computer, uses specialized programs and utilities.
- B. **Lifestyle Technology Adoption Scale (Compass): % represented globally**
- o **Innovation Enthusiasts: 20%**
  PC is their central in-home device – both for fun and for getting things done.
  Mobility is a key feature for fun and added functionality; and cutting edge performance is critical – in and out of home. Overtrade on every activity – but particularly keen on use of PC as an interactive / creative device.
- o **Status Seekers: 16%** *(much higher in China: 78% and Russia: 58%)*
  Work-related usage rather than leisure; home usage centred on leisure rather than functional activities. Moving to simpler / more immediate products (e.g. phone) when possible. Look and style (and brand) drive choices – not features or price
- o **Experience Embracers: 24***% (much lower in the China 2%, Japan: 6% and Russia: 4%)*
  PC is their key digital device for fun and enjoyment and for saving time. Used for work and leisure - want simplicity and security, but not cutting edge performance. Look for good value rather than necessarily low price.
- o **Connectors: 12%** *(much higher in Japan: 38%)*
  Use PC for fun and leisure in preference to work; overtrade on 'social' use. Interested in connectivity but slight worries over security. They tend to value expert assistance when it comes to purchasing and look and style is important to many.
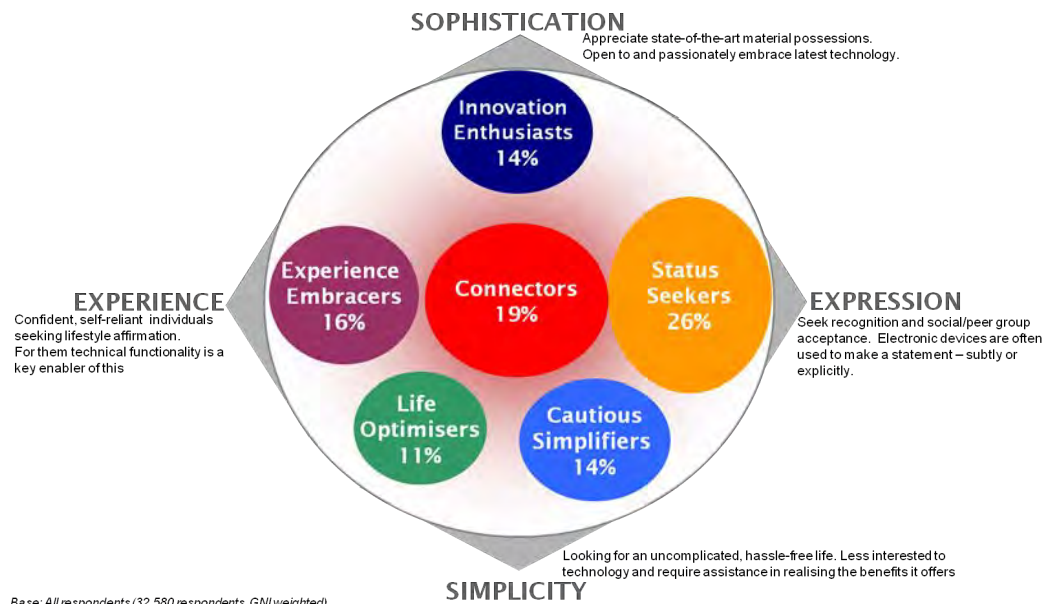- o **Cautious Simplifiers: 15%**
  PC is a utilitarian tool – at home and at work. They want simplicity. Usage is functional, not fun, and they dislike complex features. Price and utility are main drivers of purchase
  - o **Life Optimisers: 11%** *(much lower in China: 0%)*
    PC is important to this group – particularly for functional activities and digital management in-home. Feature-driven; tend to reject alternatives such as mobile. Tend not to be very brand loyal.

The 6 global consumer segments



**SOPHISTICATION**
Appreciate state-of-the-art material possessions.
Open to and passionately embrace latest technology.

Innovation Enthusiasts 14%

Experience Embracers 16%

Connectors 19%

Status Seekers 26%

Life Optimisers 11%

Cautious Simplifiers 14%

**EXPERIENCE**
Confident, self-reliant individuals seeking lifestyle affirmation.
For them technical functionality is a key enabler of this

**EXPRESSION**
Seek recognition and social/peer group acceptance. Electronic devices are often used to make a statement – subtly or explicitly.

**SIMPLICITY**
Looking for an uncomplicated, hassle-free life. Less interested to technology and require assistance in realising the benefits it offers

Base: All respondents (32,580 respondents, GNI weighted)

Strictly Confidential                                      21

## 8. VAIO Care Personas

*Personas are loosely base on user segments. In agile fashion, we start with simple "ad hoc personas" and then refine them over time. [Open issue about localizing the user personas]*

A. **Marge** *(customer)*
- Non-technical  - FW Consumer – Late majority – *Life Optimizer*
- Mother, older, uncomfortable with technology but has a computer. Uses a limited set of programs (Internet, Mail, Consumer photo software, running DVDs)
- Basic story:  *I want my programs to be organized and self-maintaining, so that I can manage my personal documents without worrying that I may do something wrong."*
- Primary target user: "Build technology that takes control -- that cleans the house instead of asking consumers if they want to do it.  Consumers trust your knowledge and want you to work for them behind the scenes." (Pain Point Survey 6/2/2010)

B. **George** *(customer- business)*
- Experienced – Z Consumer – Early Adopter – Experience Embracer
- A businessman, middle-aged, uses computers for a variety of work and personal purposes. Uses productivity software at a professional or near-professional level (Office, Adobe Suite, DVD creation). He can get himself into trouble sometimes when trying to configure things he doesn't quite understand.  A Facebook and Twitter user who often adds reviews to consumer sites, he likes to tell others what he likes.

- Basic story: *I like to extensively personalize my computer for my hobby and business activities*

C. **Sarah** *(customer)*
- Technical - P Consumer – Early Majority – *Status Seeker*
- College student or young professional, fashion conscious, grew up with technology. Customizes her PC to suit her purposes of work and recreation. Familiar with more sophisticated PC maintenance utilities will go to the trouble to figure out complex functionality if reasonably usable.
- Basic story: *My computer fits my style, and has cool programs that elicit a "Wow" from my friends.*

D. **Keiko** *(customer)*
- *Somewhat-technical* - Late Majority – *Connector*
- A young worker who finds her identity in her relationships with others, her PC is a valuable means to socially connect and share with people. Portability and synchronization of contacts, messages and media, at all times and places, is a primary goal. She will often use technologies (phone, texting, mp3 player, PC…) simultaneously.
- Basic story: *My friends and I share everything (thoughts, events, photos and videos) using our phones and PCs.*

E. **Raj** *(Sony Support)*
- Expert - *IE*
- Works at Sony on the phone with customers, reactively, or through the system (pushing notifications and updates) to help customers, proactively.
- Basic story: *I want a simple way to instruct customers, so that I resolve their issues and reduce call time.*

F. **Jackson** *(Sony BackStage)*
- Technical - *IE*
- Works at Sony BackStage to help customers shop for VAIO PCs and software.
- Basic story: *I want a cool and simple way to show customer what VAIO software can do, and even customize installed programs in-store, so I can sell more.*

G. **Yuki** *(Sony Marketing)*
- Experienced with VAIO software - *IE*
- Works with product planning, marketing and IT to keep Sony's products competitive and keep her customer's happy via patches, updates, new products and upgrades.
- Basic story: *I want our VAIOs to be easier, better and more amazing – hardware and software - so I can market the VAIO brand of computers and consumer software.*

The 6 global consumer segments mapped to Guru personas
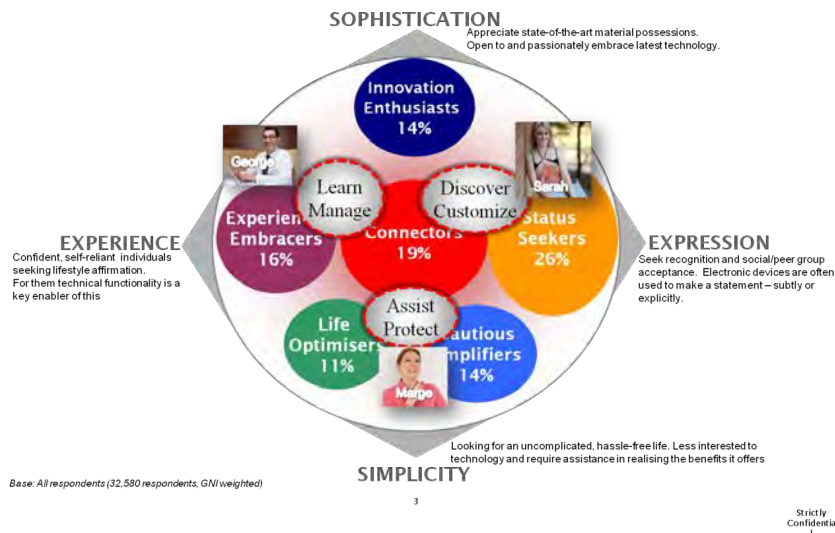


### 9. Pain Points Priority Matrix by Persona

1) Easy – "Consumers want simplicity. It should be **easy** to learn and use, be **intuitive.**"
2) Proactive – "Technology should even **anticipate** my needs."
3) Customizable – "I want and targeted features and applications that are **customized to me.** "

| Pain point | | Marge | George | Sarah |
|---|---|---|---|---|
| 1) Not easy to learn, not very intuitive | a) *Easy* to find information and functions. | 3 | - | - |
| | b) What it does should be obvious. | | 5 | |
| 2) PC doesn't anticipate my needs | *Easy* to solve problems, get recommendations | 1 | - | - |
| 3) Not customized to user needs | a) *Amazing* targeted features and applications | - | - | 4 |
| | b) *Better* when tools and features are customized to me | - | 2 | - |

### 10. Competitive Landscape

*Competitive or related products we looked at in order to identify the most interesting elements.*

- HP Advisor: PC Discovery
- Best Buy Software Chooser
- Launchers/organizers (i.e. 8 start launcher, Vaio Navi, VAIO Gate, Mode button)
- See "Competitive Software Categories Inquiry"

### 11. Content Inventory

*Here we take stock of the current content and taxonomy.*

VAIO Care 6.4 to 7.0 Information Architecture Road Map
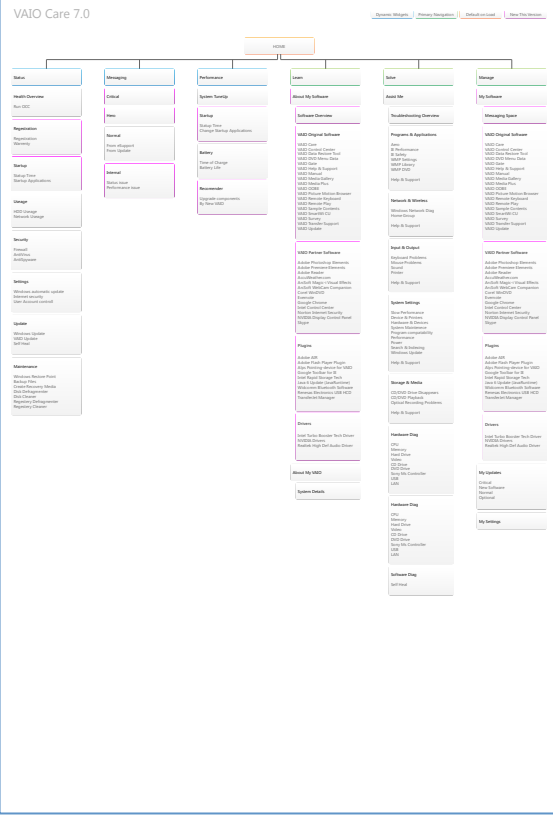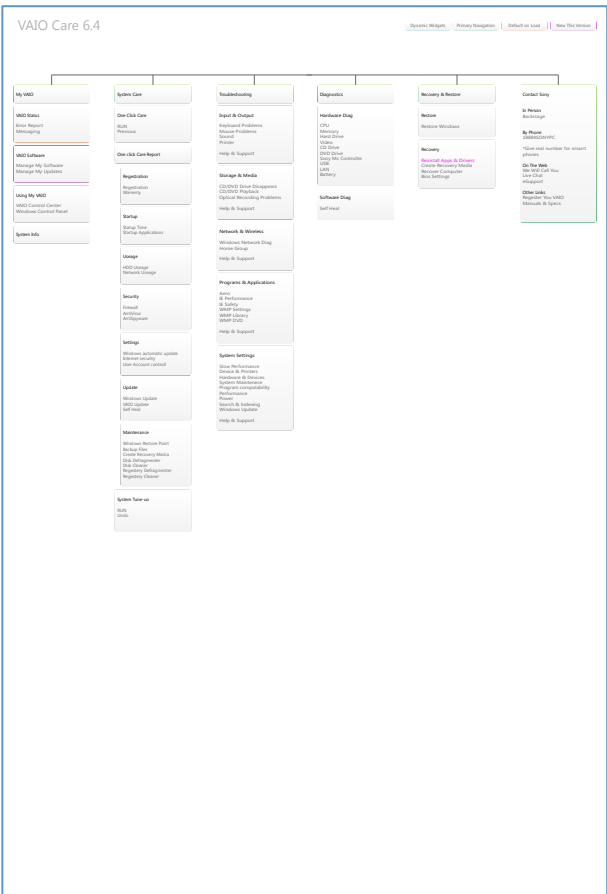


Also see "Software Content and Proposed Taxonomy"

### 12. Key Functionality

*This is a high level listing of the most important functionality, presented in a task-oriented manner*

- Preferences
- Software management: (See Appendix I: Glossary for definitions of software domains)
  - Customer - Find. Choose. Explore. Solve. Learn. Discover. Share. Organize. Get Help. Install. Uninstall. Upgrade. Purchase.
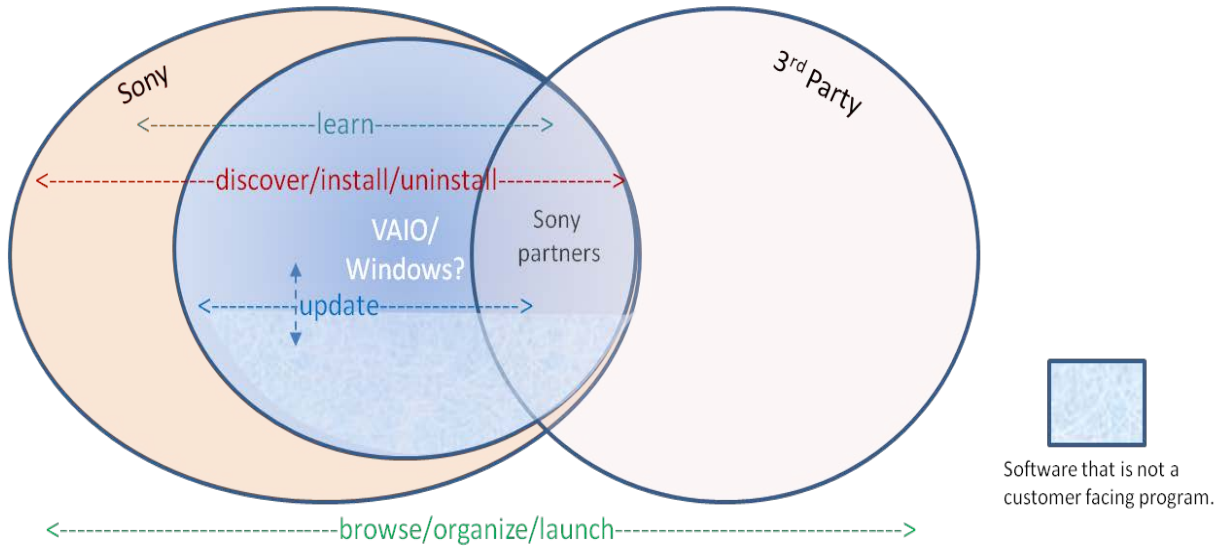
  ○ Business – Update. Inform. Recommend. Market

## 13. Key Functionality / User Matrix

Push  Push and Pull
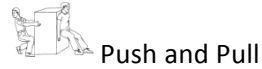
| **Keywords** | Marge | George | Sarah | Keiko | Raj | Jackson | Yuki |
|---|---|---|---|---|---|---|---|
| Find (search) | X | X | X | X | | X | |
| Choose | X | X | X | X | | X | |
| Explore Installed (browse/learn/promote) | X | X | X | X | | X | |
| Solve | X | X | X | X | | X | |
| Discover New (browse/learn) | | X | X | X | | | X |
| Organize (categorize) | | X | X | | | | |
| Get Help | X | | X | X | | | X |
| Install | | X | X | | X | | |
| -- Update (protect) | X Auto | X Manual | X Mixed | X Auto | | | X |
| -- Upgrade (improve) | X | X | X | X | | | X |
| Uninstall | | X | X | | X | | |
| Inform | X | X | X | X | | | X |
| Recommend (similar/rate/ review) | X | X | X | X | | | X |
| Market (push trial, deal, bundle) | | | | | | X | X |
| Purchase (transact) | X | X | X | X | | X | X |

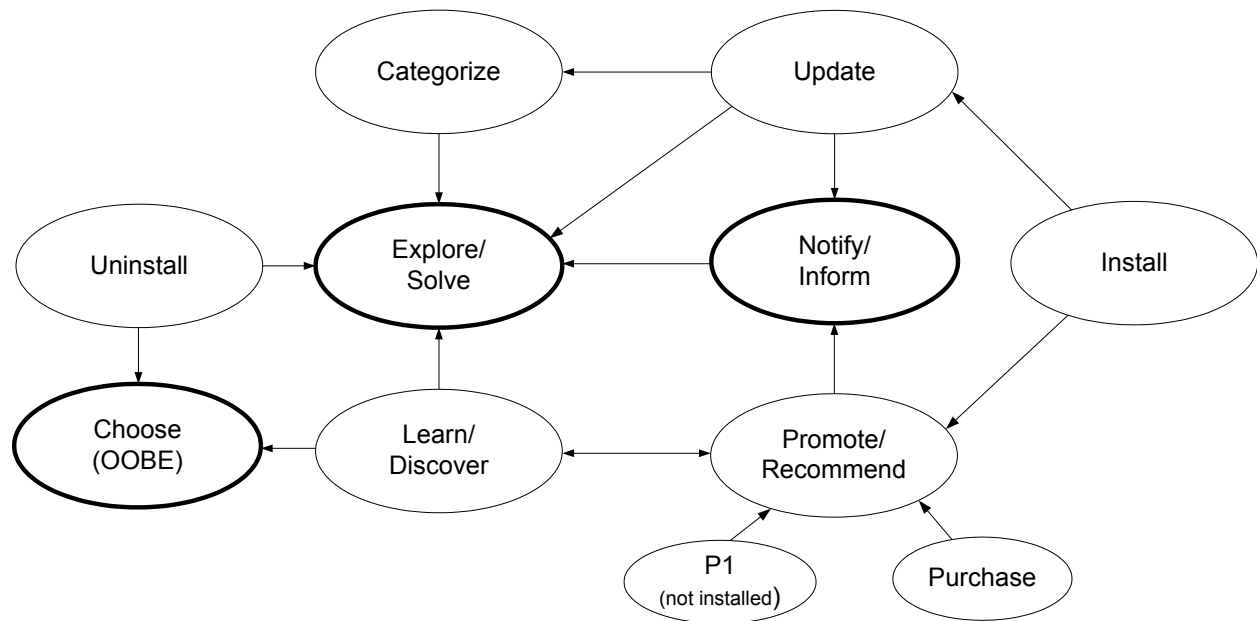**14. VAIO Care Software Domains (list of pre-installed software varies by model and region)**

Sony

3<sup>rd</sup> Party

<-------------------learn-------------------->

<------------------discover/install/uninstall-------------->

VAIO/
Windows?

Sony
partners

<----------update-------------->

<----------------------------------browse/organize/launch-------------------------------->

Software that is not a
customer facing program.

# Use Cases

**1. Use Case Model**

Figure 3



**2. Use Cases Abstract**

<u>Use Cases: User</u>

I.   Update
   a.   Check for updates
   b.   Download/install
   c.   Rollback to originally installed version (*Is this for tech support?*)
II.   Learn about and organize installed software
   a.   Search
      i.   Name, solution, tag (i.e., "VAIO" shows all pre-installed programs, whether VAIO is in the title or not)
      ii.   Sort by name, last used, least used, size
   b.   Browse by category
      i.   Sort by name, last used, least used, size
   c.   Filter by category
      i.   Sort by name, last used, least used, size
   d.   Organize (including *pre-configured categories, custom categories*, "*show all", "not categorized";* and *the* ability to create, rename, delete and assign to categories)
   e.   Launch
III.   Discover and install available software, including upgrades *(Phase 2)*

      a. Offerings from P1 or web

      b. Upgrades from web

      c. Recommended based on user profile

      i. Contextual: based on user metrics

      d. Search: name, solution, or tag

      e. Browse by category (including: new, most popular, rating

      f. View installation history (Use Win7 Update history*?)*

IV. Socialize software

      a. Rate software

      b. Post reviews

V. Manage software

      a. Choose - OOBE Setup (profile for recommendations

      b. Uninstall – proposed VAIO universal uninstaller

VI. Set preferences – auto-update, self-install, notifications restart rules, etc.

### Use Cases: System/Business

VII. Notify/Inform

      a. VAIO Updates

      b. VAIO Care messages and self-update

      c. Corporate (DDNI)

VIII. Market - promote new software/accessories *(Phase 2)*

      a. Store


**3. Top Use Cases – Detail**

UC1 Learn.Browse.Launch

UC2 Manage.List.Sort.Uninstall

UC3 Manage.List.Search.Uninstall

UC4 Discover.Browse.Install

UC5 Manage.Updates. Auto

UC6 Manage. Updates.Manual

| UC1 | Priority: High |
|---|---|
| **Name** | **Learn.Browse.Launch** |
| Description | Browse to learn about installed programs |
| Pain Points | SW awareness rate is quite low. User doesn't know which SW they want to use. |
| Story Driver | **Marge** |
| - stories | I want to see and compare what photo programs I have on my computer, so I can view and organize my photos. |
| Preconditions | • Relevant programs are categorized/tagged to included "photo" (uncategorized programs can still be browsed under an *All* or *Uncategorized* |

| | |
|---|---|
| | category).<br>• Relevant programs are installed<br>• Description, video overview, or tutorial is available. |
| Entry Points | Launcher, Desktop/StartMenu Icon, |
| Post-conditions | User can launch program<br>User can launch Demo, if available |

| Activities | User Action | System Responsibility |
|---|---|---|
| | 1. User selects category to browse | 2. Programs and descriptions are displayed |
| Notes | Descriptions for 3<sup>rd</sup> party programs may not be available.<br>Descriptions for pre-installed programs (including Windows programs) need to be sourced.<br>Learning about installed software is the primary use of Navi, today. | |

| UC2 | Priority: High |
|---|---|

| Name | Manage.List.Sort.Uninstall |
|---|---|
| Description | List programs by name/version, publisher, size, last used or in reverse order of use |
| Pain Points | Remove programs I don't use, and keep my PC clean. |
| Story Driver | George |
| - stories | I want to see what's on my computer by size and frequency of use, so I can remove software I don't want or don't use. |
| Preconditions | • Metadata is available |
| Entry Points | Desktop/StartMenu icon |
| Post-conditions | • User can uninstall unused or bulky programs |

| Activities | User Action | System Responsibility |
|---|---|---|
| | 1. User selects to sort installed programs by attribute. | 2. Programs are displayed with sort options. |
| Notes | Filter and sort are equivalents here.<br>Similar use case for sorting programs by size to increase disk space.<br>Does this include 3<sup>rd</sup> party programs? | |

| UC3 | Priority: High |
|---|---|

| Name | Manage.List.Search.Uninstall |
|---|---|
| Description | Uninstall programs that aren't needed (or are causing problems) |
| Pain Points | Remove programs (i.e. "bloatware") I don't use, and keep my PC clean. |
| Story Driver | George |
| - stories | I want to uninstall VAIO programs that I don't want, so I can reduce clutter and free up disk space. |
| Preconditions | • Uninstaller available |
| Entry Points | Desktop/StartMenu icon, OOBE |
| Post-conditions | • Program is uninstalled |

| | • History is recorded | |
|---|---|---|
| **Activities** | **User Action** | **System Responsibility** |
| | 1. User searches for "VAIO"  3. User selects program(s) to uninstall | 2. Installed VAIO programs are displayed.  4. Program(s) uninstalled |
| **Notes** | How to handle if uninstaller is not available? What software can VAIO Care manage for uninstall? | |

| **UC4** | **Priority: Low (in PH1)** | |
|---|---|---|
| **Name** | **Discover.Browse.Install** | |
| **Description** | Search for/browse and learn about available programs | |
| **Pain Points** | N/A | |
| **Story Driver** | **Sarah** | |
| **- stories** | I want to find out what video programs might be available, so I can get one to help edit my videos. | |
| **Preconditions** | • Internet connection for web-based offers (*Ph2*)  • Software is available  • Description, video, tutorial is available on P1, disk, or web | |
| **Entry Points** | Desktop/StartMenu icon, OOBE, BackStage initiated | |
| **Post-conditions** | • History is stored ("You recently viewed…")  • Installation is offered  • If software has a cost, a transaction path is provided. | |
| **Activities** | **User Action** | **System Responsibility** |
| | 1. User queries for available programs (search or browse) | 2. Matching programs are displayed |
| **Notes** | Is boxed software/physical delivery software included? Reviews and ratings offered in a later phase | |

| **UC5** | **Priority: Medium** | |
|---|---|---|
| **Name** | **Manage.Updates.Auto** | |
| **Description** | Programs auto-update (download and install) | |
| **Pain Points** | User needs system to handle security patches to feel safe. (Same as VAIO Update) | |
| **Story Driver** | **Marge** | |
| **- stories** | I want my computer to manage its own security* so that I don't have to worry about it. | |
| **Preconditions** | • Auto up-date preference is set  • Internet connection  • Update is available  • Update is silently installed | |

| Entry Points | Taskbar Notification (ala Windows update) | |
|---|---|---|
| Post-conditions | • Update is added to history | |
| Activities | **User Action** | **System Responsibility** |
| | | 1. Update is identified<br>2. Update is installed |
| Notes | Marge is including program updates in her conception of computer security. | |

| **UC6** | | **Priority: Medium** |
|---|---|---|
| **Name** | **Manage.Updates.Manual** | |
| Description | User manually updates programs (patches/drivers) | |
| Pain Points | User wants control of what goes on the PC | |
| Story Driver | **George** | |
| - stories | I want to decide what gets installed on my PC and when, so I can be in control of my PC. | |
| Preconditions | • Manual-update preference is set<br>• Same as VAIO Update | |
| Entry Points | Desktop/StartMenu icon, Taskbar notification | |
| Post-conditions | • Update is installed | |
| Activities | **User Action** | **System Responsibility** |
| | 2. User selects and initiates update(s) | 1. Check for and notify about update<br><br>3. Download and install update<br>4. Show progress.<br>5. If VAIO Care is minimized:<br>  - show progress in system tray on<br>     mouseover.<br>  - taskbar notification upon completion |
| Notes | | |

# Interaction Design

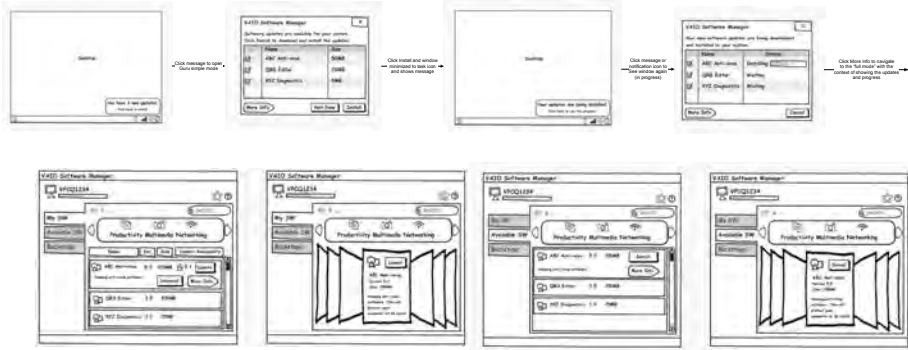### 1. Conceptual Hi-level Flow – User Views
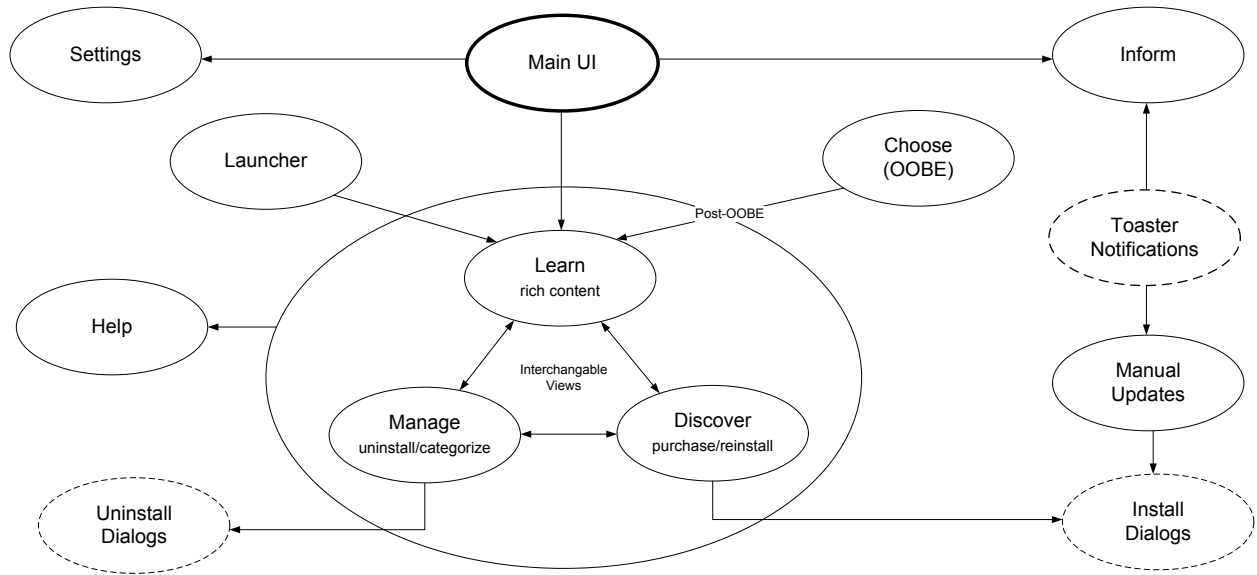
### 2. Site Map
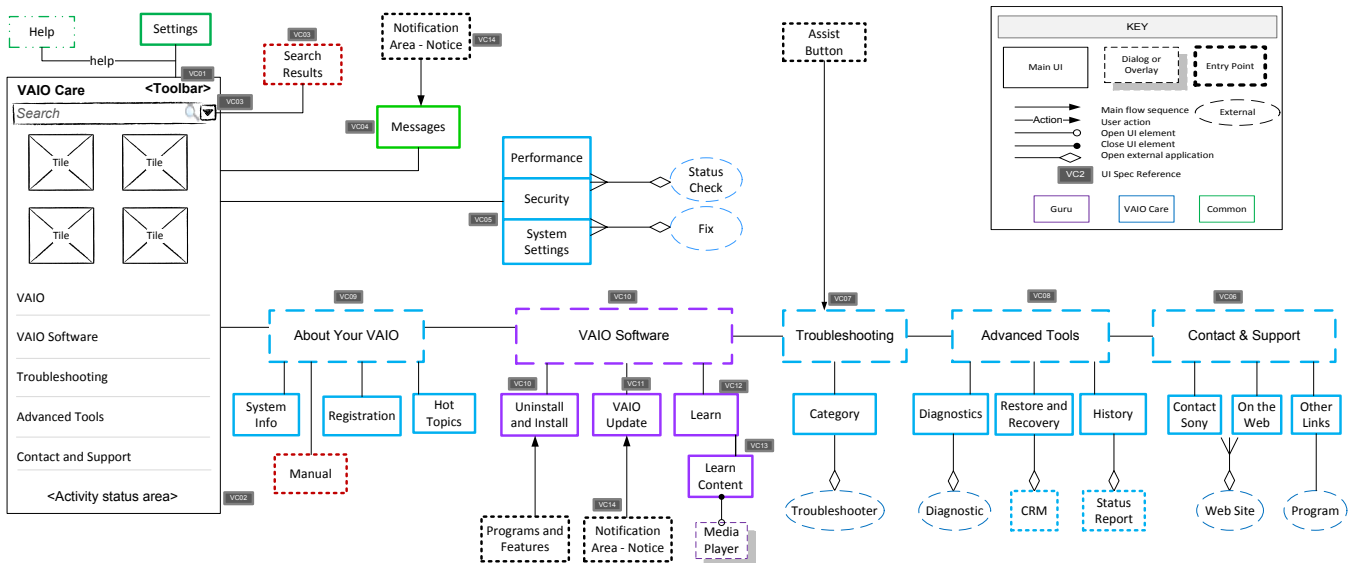
### 3. Concept Sketches
*These are high-level sketches that show key functionality in a visual way. They do not necessarily indicate actual design.*
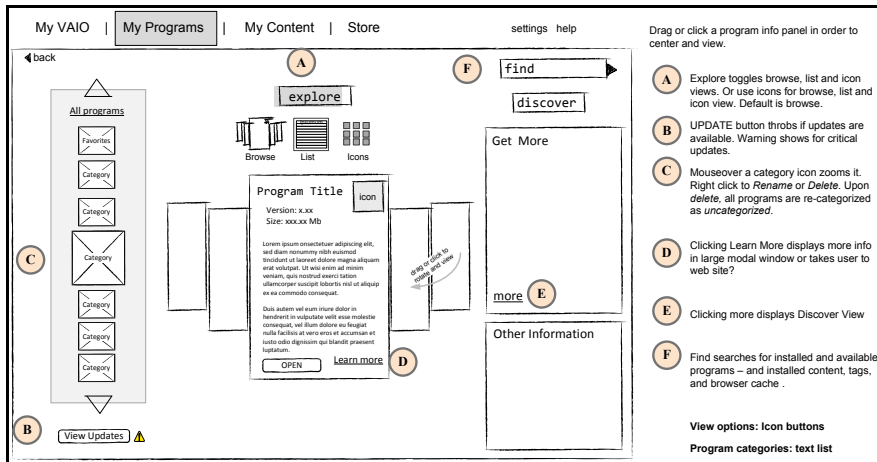
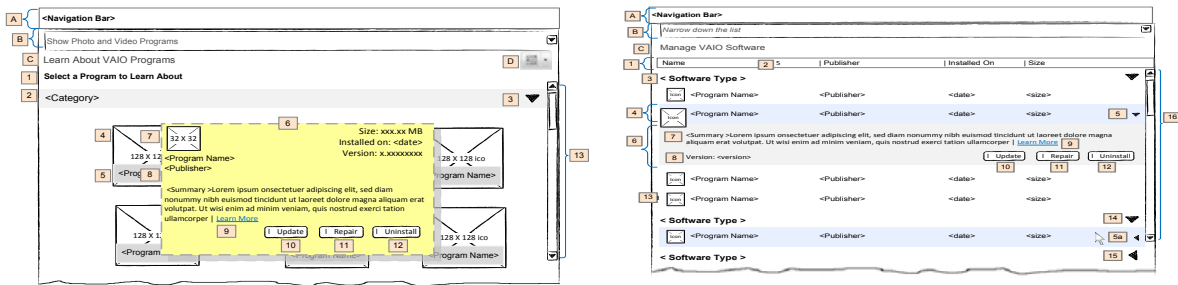*Engineering's concept*



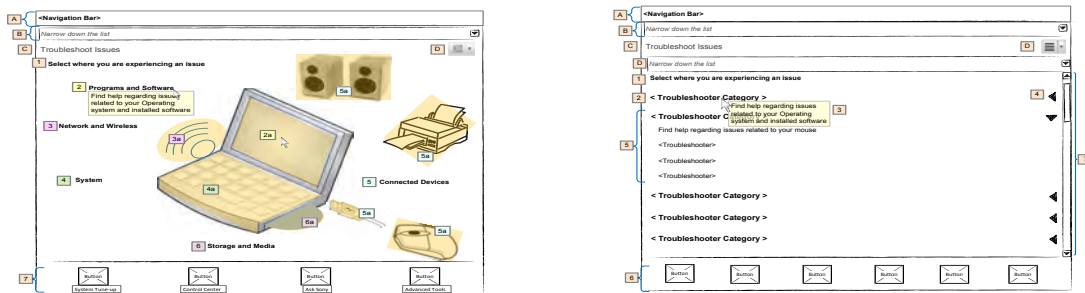*Director's concept*



*Sony VGB concept*

## 3. Wireframes

Selected wireframes from "VC-GURU_UI_Spec_2011_06_0.xlsx"

See VC-GURU_UI_Spec_2011_06_03.xlsx for complete annotated wireframes and strings

*Live Tiles and List Views for Manage Software*
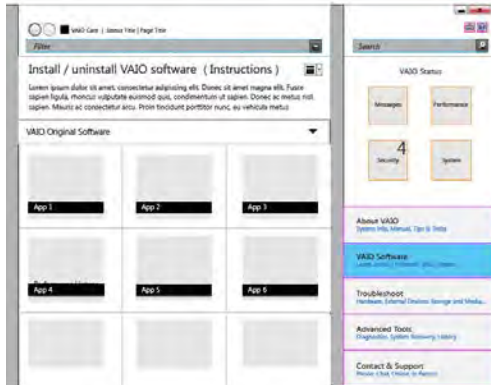
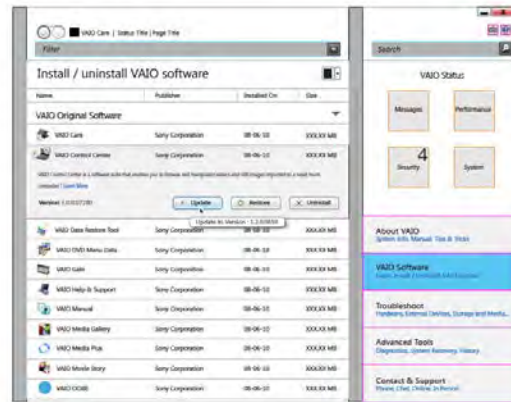

*Interactive and List Views for Solve PC issues*

# Comps

Comps for selected screens 7.07.2011
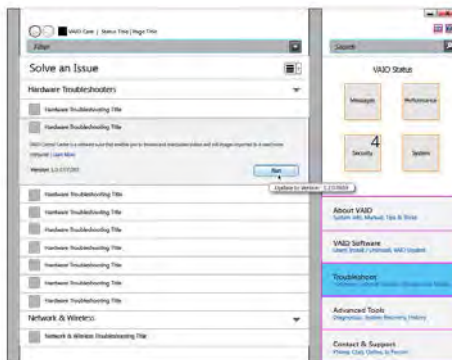
*Live Tiles and List Views for Manage Software*



*Interactive and List Views for Solve PC issues*

# Appendix I: Glossary

*Software*: all applications, drivers, and updates.

*Program*: user-facing software, launched by an icon from the Start Menu

*Available programs:* programs that are not already installed.

*Windows programs: installed with the OS (Paint, WordPad, games…)*

*VAIO programs*: pre-installed (P1, including 3$^{rd}$ party), or other VAIO branded programs.

*SONY programs*: programs distributed under any Sony brand.

*SONY partner programs*: software under any brand Sony has contracted to distribute.

*Upgrade*: software that primarily introduces new functionality to installed programs.

*Update*: software that primarily repairs or improves existing functionality of installed programs.