

Scene Code	Job (Higher Level)	Job Story (Situation) [When ...]	Motivation [.. want to ..]	Outcome [.. so that ..]	Interaction
	User wants to login to the application				
SCN 001		when user gets to see about the application as an ad as he is curious what the app is about and how it can help him	user wants to understand what the app can do to resolve his problems	so he can access content easily and find information from multiple sources that he isn't following	Reads through a landing page with content that explains the app in simple and easy way. [Or/And] Checks the playstore page to understand what the app does.
SCN 002		when user installs the application and was asked to sign up to the app	he wants to know about how the app functions and what components exist in the app	so that he is accustomed to the app environment and can easily use the app.	Reads through welcome screens that onboard the user
SCN 003		when user agrees to sign up to the app and wants to begin the process	he wants to sign up quickly as he doesn't want to fret much in typing the details or repeat the process all again for one more app	so he must be able to login quickly using third party logins	An option to login via Google single-click login that he might already have.
SCN 004		when user agrees to sign up using a single-click login	he doesn't want his network to be exploited by a 3rd party application	so he must be informed that the app wouldn't misuse the connection he provides	Reads a convincing line that the app doesn't misuse the connection he is providing to the app.
SCN 005		when user is trying to sign up to the application	he wants to not use any social accounts as he is worried about his data privacy and how people may exploit his information	so he must be able to sign up using his email and access the application.	User signs up to the application using his email and a password
SCN 006		when user forgets his password	he wants to restore access to the application	so he wants to go through a password retrieval mechanism	User must be able to click on a Forgot Password button
SCN 007		when user is entering his email	he wants to quickly enter the platform and doesn't want to worry if he already has an account or not	so the app has to decide if he is a returning user or a new user	App must have a single entry process for login and registering and take care of user onboarding.
	when a new user logs into the platform				
SCN 008		when user first logs into the app	he wants to know about the structure how the content is grouped so that he is accustomed to the app environment	so the user must be introduced to the content structure and different delivery models inside the app	Include tour in the welcome screens,
SCN 009		when user chooses the channels	he wants to know the various channels available along with a brief to understand what the channel consists of	so that he can decide well which channels he has to subscribe to	User gets to see a short description for a channel to know that
SCN 010		when user chooses the channels	he wants to know if selecting multiple channels is possible	so that he can decide to select multiple channels	User sees a line that explains that he can choose multiple channels
SCN 011		when user picks the role	user wants to know how selecting a role would effect his content	so that he can pick the right choices	User gets to see a description how the roles will effect the content is displayed.

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SCN 012		when user is about to pick roles	user may be confused in looking at multiple roles	so he should be able to skip selecting roles.	User gets to see a description how the roles will effect the content is displayed.
SCN 013		when user browses through discovery cards	he wants to know that the cards he is looking at are from a certain channel	so that he can distinguish between the channel content easily	Discovery cards must be grouped and the user must be able to clearly distinguish if he is subscribing to multiple channels.
SCN 014		when user browses through series	user wants to know what channel these series content belong to	so that he can distinguish between what content he is about to consume	Series content must be grouped by channels
		when user browses through series	user wants to know how many cards are upcoming and how many before	so that he has a sense of understanding where he is while he is browsing	Show the placement of the current card in the multiple dots beneath the card if it is a carousel?
	User should be able to understand the content before opening the content piece.				
SCN 015		when user is checking the discover cards	he wants to distinguish between the various formats of the content	so that he is aware of what content is he browsing through	User looks at various formats of the card design through which he must visually identify the difference
SCN 016		when user tends to open a discover card	he wants to know the source of the information along with the basic details of the card	so that he can believe that the content is not created and is sources from a verified source	Users gets to look at the source logo on the card
SCN 017		when the user opens a card	he want to know the details of the content like what is it about, who wrote it, where is this from, what type of content it is	so that he can get validated of the content that it is something that he is looking for.	User must be able to see Description, Source, Content type, Author or Owner
SCN 018		when the user opens a card	he wants to understand if this content is popular or well recommended by other people	so that he can trust on the content and go ahead to pick that to read through	User gets to see a metric on how many people read the content.
SCN 019		when the user opens an article card	he wants to quickly read the article on the app	so that he can consume the content linked immediately	Users gets to open the article on the app on an in-app browser to consume. To ensure it is quick, the user just has to swipe the card up to open the in-app browser card opening the link.
SCN 020		when the user opens any other type of card content	he wants to open it on the source app itself to ensure his login credentials are already existing	so that he can quickly like, retweet, share or comment the content from there.	All external app content (Twitter, YT, Spotify, Apple music etc) will open on the app itself.
SCN 021		when the user returns back to the app from an external link	he should be able to continue from where he left off	so that he can share the content to someone if he had liked it.	User will come back to the same screen from where he left off and not a refreshed discover page.

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SCN 022		when user is checking the series available	he wants to know what the series is about and how much content is available	so that he can prepare himself to consume the amount of content	A count of number of cards has to be displayed on the series cover.
SCN 023		when the user tends to open a series	he needs to be given a brief understanding about the series	so that he is introduced to the content that is available	A welcome page/ cover card has to explain the user about the series content
SCN 024		when the user is consuming the content on the series	he wants to open any article quickly	so that he is not being interrupted during his flow of the series	User must be able to open the article on an in-app card browser that shows the content
SCN 025		when the user is consuming article content in-app	he needs to only see the main content as much as possible	so that he is not distracted by the other pop-ups or banners at the source page	Explore Google's compact article page to show only the content feed and not anything else and integrate to the in-app card of the app
		when the user is consuming the content on the series	he needs to know how many cards are left on the series to complete it	so that it resolves his anxiety of not being know how much content is left	Introduce a bar that finishes to 100% as the user glides through the content cards
	User should be able to refer the content to friends.				
SCN 026		when user likes any particular card or a series	he wants to share the content with others	so that others who he know would like the content would benefit from it	Give a share button which passes a link to the content and the metadata which has the title and author/source to ensure the new user is hooked to the content
	User must be able to give feedback about a content byte that (s)he just consumed.				
SCN 027		when the user likes the content that the card has	and wants to share the content with others	he should be able to share the content link to others	A share button has to be available for the user to share content
SCN 028		when the user is done with a series	he wants to share or give feedback about the series that he has just consumed	so that others get to learn what he has just read	Introduce a Closing Card/ Ending Page where the user is shown share options and a feedback metric.
SCN 029		when the user is submitting feedback about a series	he should be able to see the number of people who have already reacted and not how much in reactions	so that he has an urge to click on the feedback metric atleast to know what others have given and where does he stand	Give a 3 point feedback metric system which acts like a poll

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	User should understand the amount of effort reduced for him/her in discovery				
SCN 030		when the user opens a card or a series	he wants to know the effort he must have taken to consume the same content from the original source	so that he understands the value the app is providing to the user	User should be able to see metrics on where the content has been sourced from, who recommended it and how many read it (external metric - claps on medium)
	User should get a feeling of FOMO with some data points				
SCN 031		when the user is checking the content card or series	he wants to know how many other people in his role are reading about the same content or liking/ recommending the content	so that he knows how a peer in his profession is upskilling and there is a sense of competition in acquiring knowledge	User gets to see the number of peers who are viewing the content along with what their profession is to introduce a fear of missing out. Example: 13 Product Managers in Bangalore read this.
		When the user is checking the content card or series	he wants to know how useful this is for him very quickly when he is making a decision to read or not	so that he realises this could add a specific skillset to him and its been practiced by similar people like him or companies like his.	There is a small skill field in the preview card and description should make him feel that its been practiced by similar people in Industry
	User should be able to see upcoming content				
SCN 032		when the user is browsing series	he should be able to know what other series are upcoming	so that he is known what is coming soon in a few days	User gets to see inactive series components which have coming soon written visibly.
	User must be able to distinguish content visible cues				
SCN 033		when user is browsing through cards	he should be able to identify a specific format by its colour and iconography	so that he can easily distinguish the type of content being consumed	User must be introduced to the different types of cards during onboarding

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		when user reads a content snippet	he wants to know that he has already consumed the content	so that he needs not read the card again	