

Yahoo! HomeBase

User Scenarios

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Mom Experience:
3 Months

CHO Experience:
3 Years

"Being new in town, I'm trying to figure out what's going on, where to shop, where to get the best coffee, and where to work out. I'd also like to know about the local tennis scene."

Nancy is a 28-year-old stay-at-home mom. She has a 3 month old daughter, Samantha, and used to work full-time as a project manager in a large corporation. Nancy is planning on taking a year or two off from work to raise their daughter. At her old job, Nancy used tools to manage her projects. Now that she's home, her needs have changed. The tools that she's used at work are overkill at home, but her need to stay organized remains.

Having recently relocated, Nancy is unfamiliar with everything her new location has to offer. She's met a couple of moms at a local coffee house, but she wants to learn more about her new home.

Nancy would like to learn how to use a sewing machine she recently purchased so that she can save money by making clothes, and perhaps one day making items of clothing or reupholstering furniture. She wants to learn about craft projects she can do with her child as she grows up as well as other learning activities. Only being in her new home for a few months, there's still a lot of decoration left to do around the house. Nancy doesn't have time to drive very far from home so she looks online to find shops not too far from her house.

Goals & Motivations

- * Communicate with other moms
- * Learn tips and tricks of staying organized
- * Learn tips of being a new mom
- * Find online bargains for moms
- * Find nearby stores for moms

Technological Attributes

Technical Experience ●●●●○

Web Experience ●●●●○

Functional Needs

- * Calendar/Organizer
- * Message other members
- * Find/Create groups of/for locals

Environment

Nancy is at home most of the day. Her laptop is her main tool for communicating with friends and family. She's usually balancing the needs of her daughter while also addressing some other need around the house, or for herself.



"This is our first child and we're new to this area. I want to find other moms nearby."

Goals & Motivations

- * Communicate with other moms
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- * Find nearby stores for moms

Functional Needs

- * Calendar/Organizer
- * Message other members
- * Find/Create groups of/for locals

Scenario	Pain Points	Features	Future Behavior Using HomeBase
It's early March, Nancy and her husband John have a 3 month old daughter, Samantha. They recently relocated and Nancy would like to find and meet other moms nearby, since they are new to the area.	* New to area, wants to meet other moms	* Listing of local events * Forums for moms and localized forums	When Nancy signs into the site, she sees that she has 4 personal messages. She's able to view her personal calendar as well as see upcoming local events. Nancy chats online with other moms she's found. They send each other emails and other messages throughout the day. Nancy is able to schedule a weekly playgroup at her house and is able to see who's signed up.
Nancy is still struggling with the needs of her 3 month old and has a limited amount of time to spend online. She spends the majority of her time in e-mail and on other bookmarked sites. She wants to save some money by finding items other moms have to sell or give away.	* Little time available to spend online with new services * Lots of information available online, needs a trusted source of good information	* Content tailored for Moms of both newborns as well as older children * Personal Calendar	Nancy wants to share some of the insights she's gained over time with new mom's online. Now that Samantha is a little older, Nancy has given away clothing he's outgrown to expectant moms.
Since they recently relocated, Nancy would like to find some shops for babies and household decor.	* Doesn't know where to find shops nearby for specific baby items	* Local business search	Nancy has found some shops to be better than others. She's able to list stores she trusts and allow others to discover these stores.



"This is our first child and we're new to this area. I want to find other moms nearby."

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Scenarios

Scenario A: Meeting other moms

1. Nancy accesses HomeBase and creates her profile.
2. Based on her input, "HomeBase Recommends" information begins to seed to her My HomeBase screen.
3. Nancy searches the site for other moms within her proximity and demographics.
4. Nancy finds Lynda65 and checks her profile.
5. Determining Lynda65 has similar interests and demographics, Nancy arranges to coordinate playdates.

Scenario B: Targeting discussions and classifieds.

1. Nancy Signs In to HomeBase.
2. Nancy navigates to Discussions boards.
3. Based on Nancy's Profile, HB is already geared to recommend boards about buying/sharing baby clothes/furnishings.
4. Nancy makes arrangements to buy Rh00ndaB's used 3-6 months clothes.
5. Rh00ndaB's address is mapped out.
6. Nancy posts her daughter's 0-3 clothes for sale.
7. HB displays an ad for a local consignment shop.
8. Nancy checks her To Do list and decides to make the exchange with Rh00ndaB on the way to her pediatrician appt.

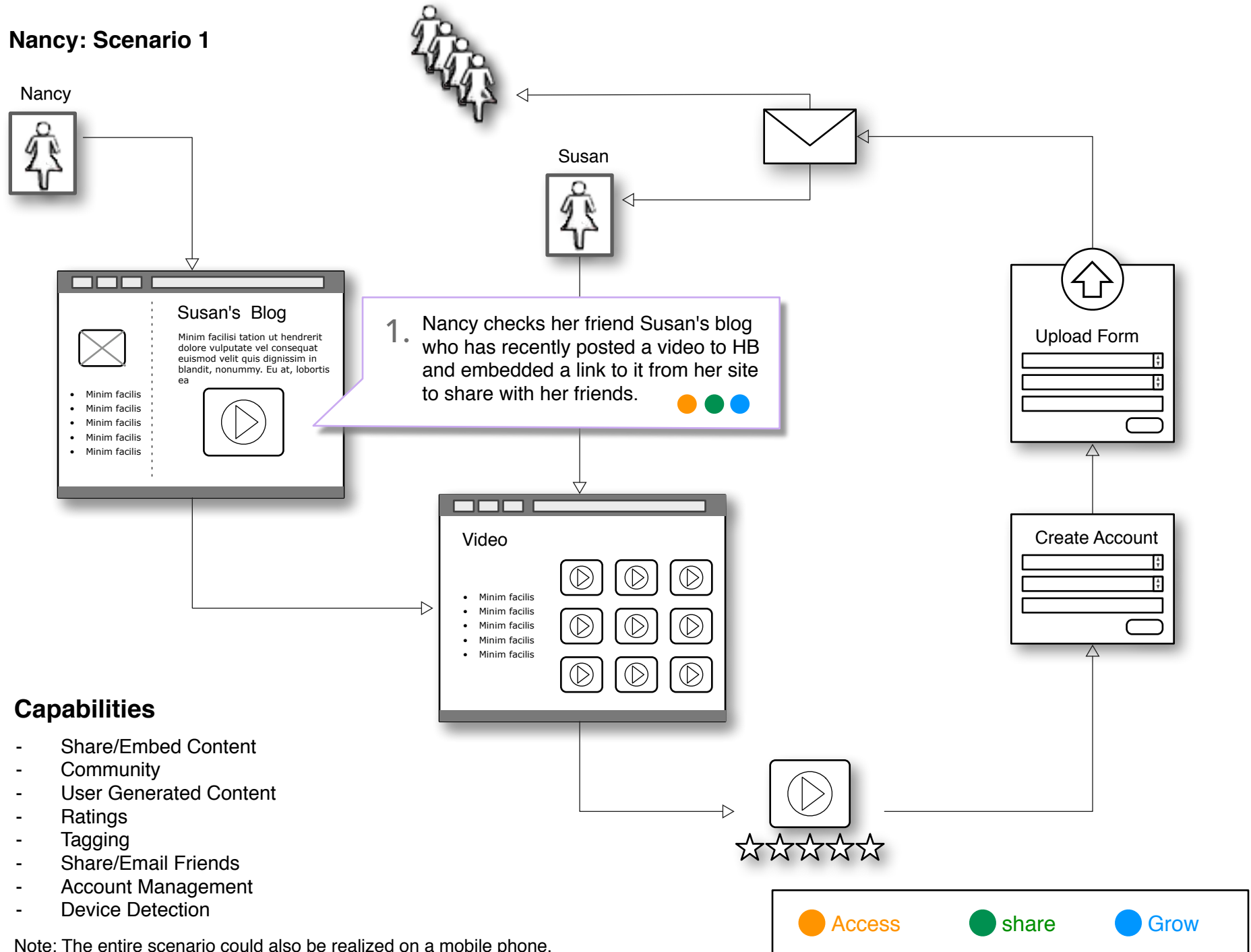
Scenario C: Finding local shops for baby and household decor. Nancy wants to find trusted sources for these services -- under one location.

Features used: Ratings, Comments, maps, recommendations, advertising

Using criteria: radius, ratings, categories,

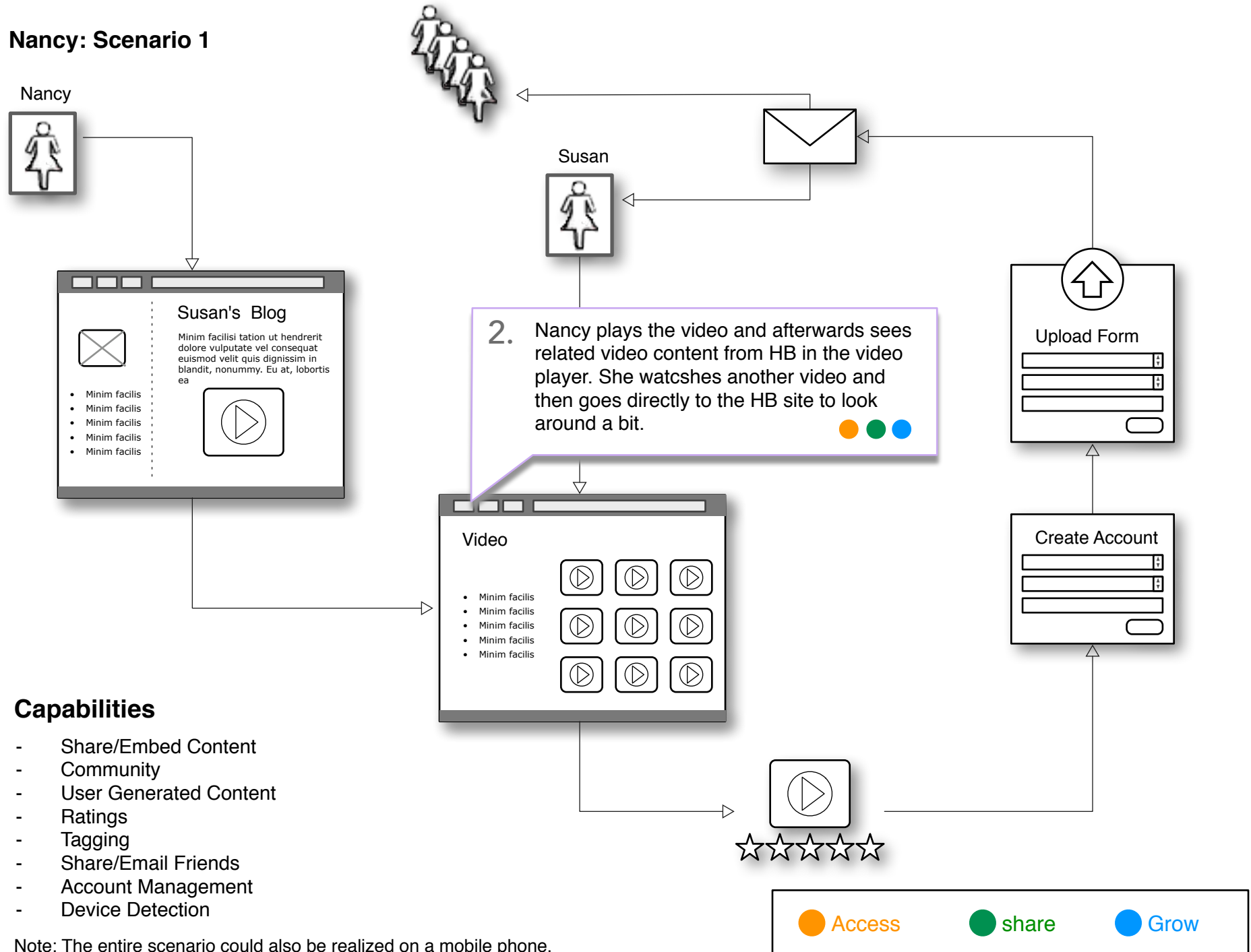
1. Nancy Signs In to HomeBase.
2. Nancy uses the search HomeBase utility to find a consignment shop reselling baby room furnishings.
3. Upon the results page, Nancy further refines her search to include proximity, ratings, etc.
4. From the results, Nancy selects an appropriate consignment shop.
5. A reminder memo allows Nancy to come back later to share her shopping experience.
6. Later, based on her reminder, Nancy comments on and rates the experience.
7. MotherMucca02 and others are now able to benefit from Nancy's comments when they perform future searches on the same terms.
8. Nancy is able to add (or not add) this shop as a preferred merchant.

Nancy: Scenario 1

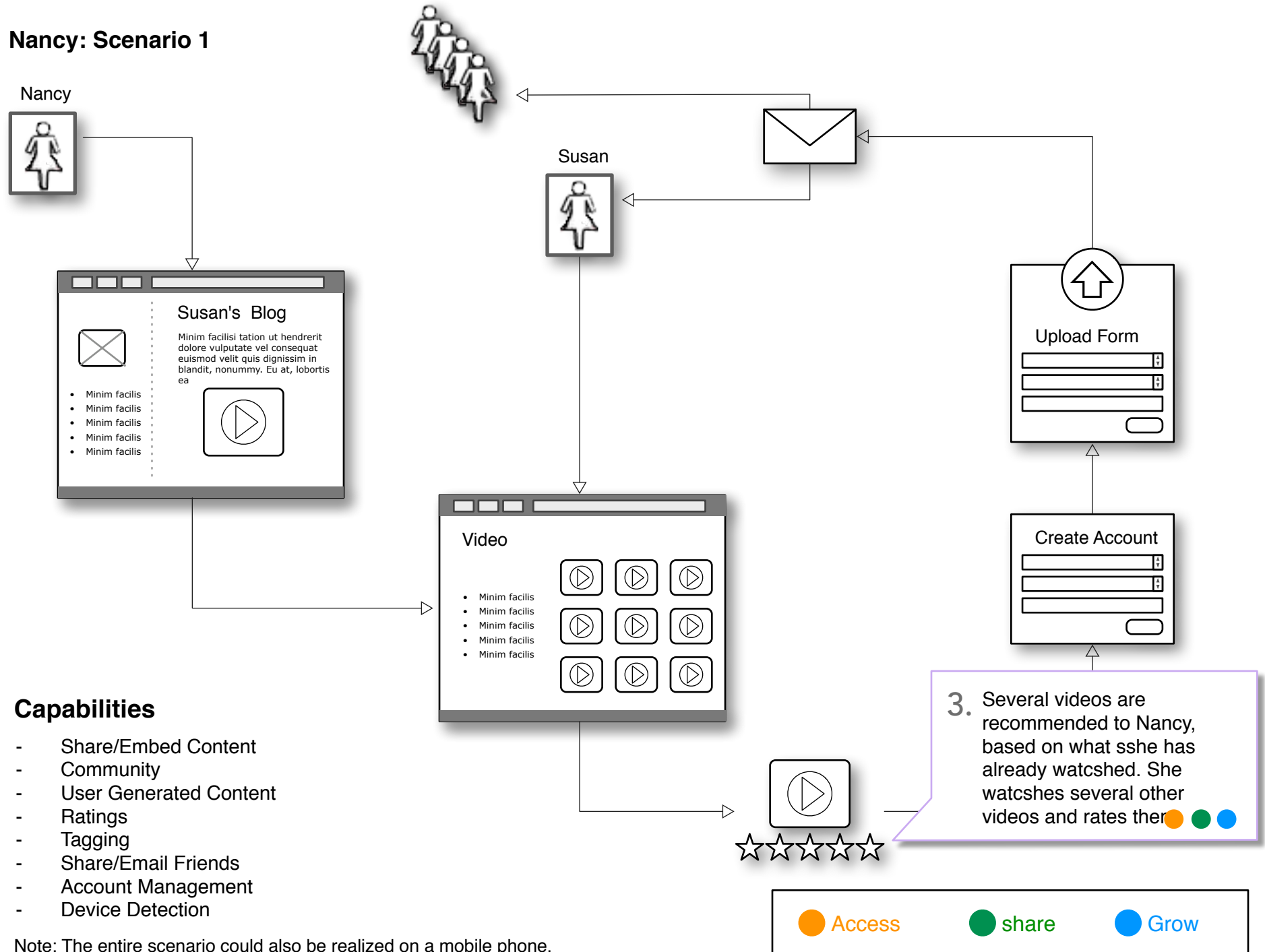


Note: The entire scenario could also be realized on a mobile phone.

Nancy: Scenario 1

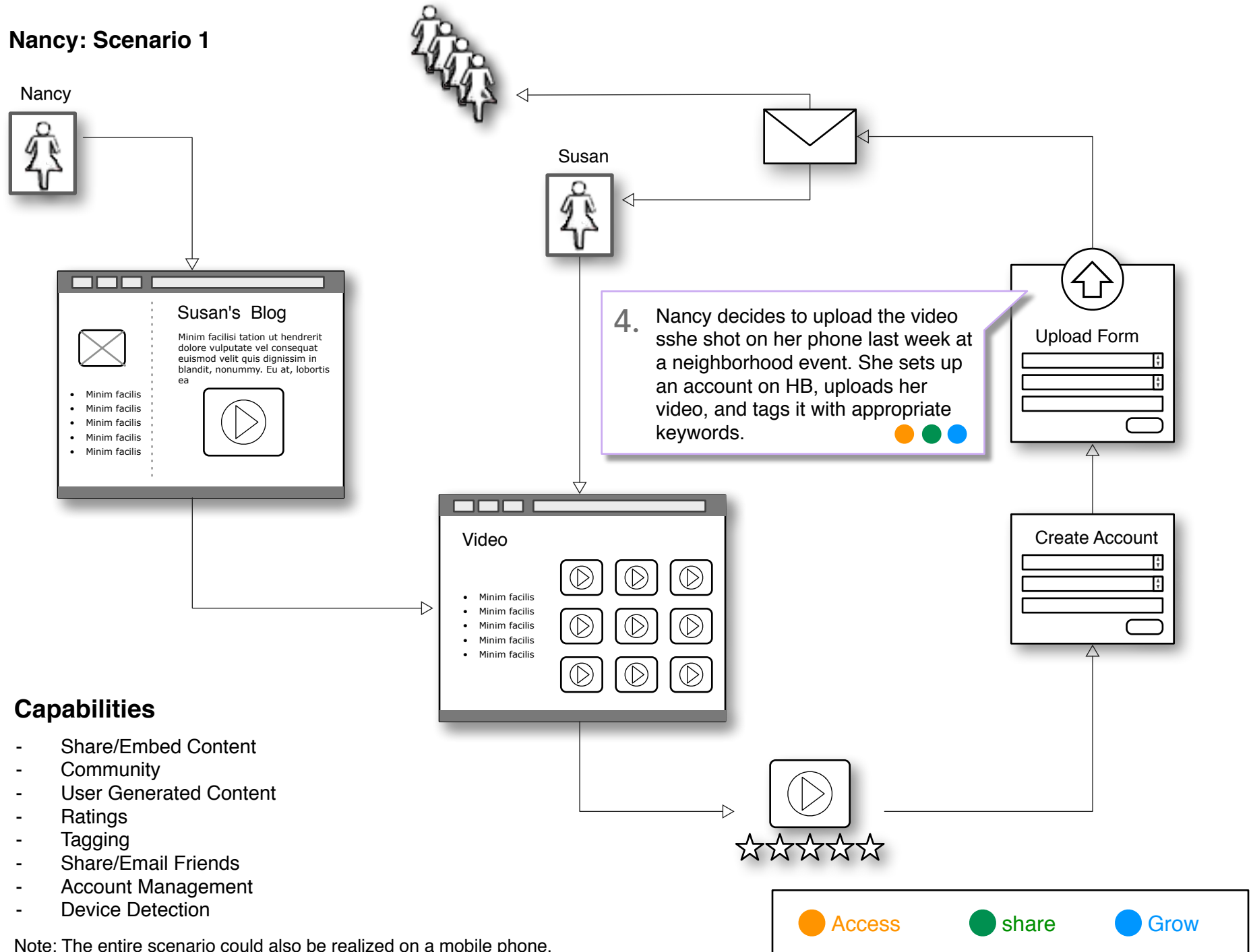


Nancy: Scenario 1



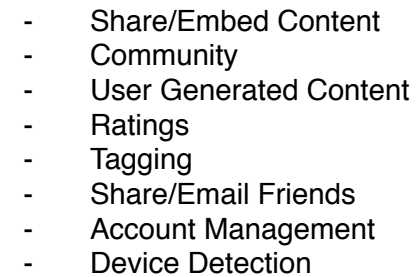
Note: The entire scenario could also be realized on a mobile phone.

Nancy: Scenario 1



Note: The entire scenario could also be realized on a mobile phone.

Nancy



10



PERSONAL

SOCIAL

MULTI-CHANNEL

Recognize

Engage

Anticipate

search engine optimization ●	rich internet application ● ●	recommendations ● ●
opt-in/out management ●	persuasive content ●	targeted advertising ● ●
email campaigns ●	behavioral targeting ●	behavioral targeting ● ● ●
targeted advertising ●		a/b testing ●
	user-generated content ● ● ●	community trending ● ● ●
user customization ● ● ●	community ● ● ●	key opinion leaders ● ● ●
	ratings ● ● ●	tag clouds ● ● ●
	tagging ● ● ●	
	blogs ● ● ●	
device detection ● ● ●		
explicit personalization ● ● ●	RSS syndication ● ● ●	mobile advertising ● ●
brand management ●	widgets ● ● ●	

● ACQUIRE ● SERVE ● GROW

Nancy: Scenario 2

Nancy



1. Nancy wakes up, gets her coffee, launches her My HomeBase page and notices several new stories in her HB environment.



Create News Alert

HomeBase Headlines

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HomeBase

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My Playlist View All

<Video Name> ☐

<Video Name> ☐

<Video Name> ☐

Capabilities

- Opt-in/out management
- Device detection
- Explicit personalization
- RSS syndication
- Widgets
- News portability

Access

Share

Grow

Nancy: Scenario 2

Nancy



Create News Alert

HomeBase Headlines

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2. Nancy reads a local event item stating that there has been construction issues on a neighborhood street that sshe normally travels en-route to her pediatrician.

HomeBase

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My Playlist View All

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Capabilities

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Nancy: Scenario 2

Nancy



Create News Alert

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3. Nancy scrolls through several other options.... (XXXXX)

My Playlist View All

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HomeBase

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Capabilities

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Access
 Share
 Grow

Nancy: Scenario 2

Nancy



4. She then creates a personalized News Alert that will notify her via email and/or via text message when a new story with the keywords "construction" + "4th street" are used. With these alerts she can stay mobile throughout the day and still monitor the story.



Create News Alert

HomeBase Headlines

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Fiant delenit consectetur eleifen.

My Playlist View All

<Video Name> ☐

<Video Name> ☐

<Video Name> ☐

HomeBase ☐

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Capabilities

- Opt-in/out management
- Device detection
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Access Share Grow



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SOCIAL

MULTI-CHANNEL

Recognize

Engage

Anticipate

search engine optimization ●

opt-in/out management ●

email campaigns ●

targeted advertising ●

user customization ● ● ●

device detection ● ● ●

explicit personalization ● ● ●

brand management ●

rich internet application ● ●

persuasive content ●

behavioral targeting ●

user-generated content ● ● ●

community ● ● ●

ratings ● ● ●

tagging ● ● ●

blogs ● ● ●

RSS syndication ● ● ●

widgets ● ● ●

recommendations ● ●

targeted advertising ● ●

behavioral targeting ● ● ●

a/b testing ●

community trending ● ● ●

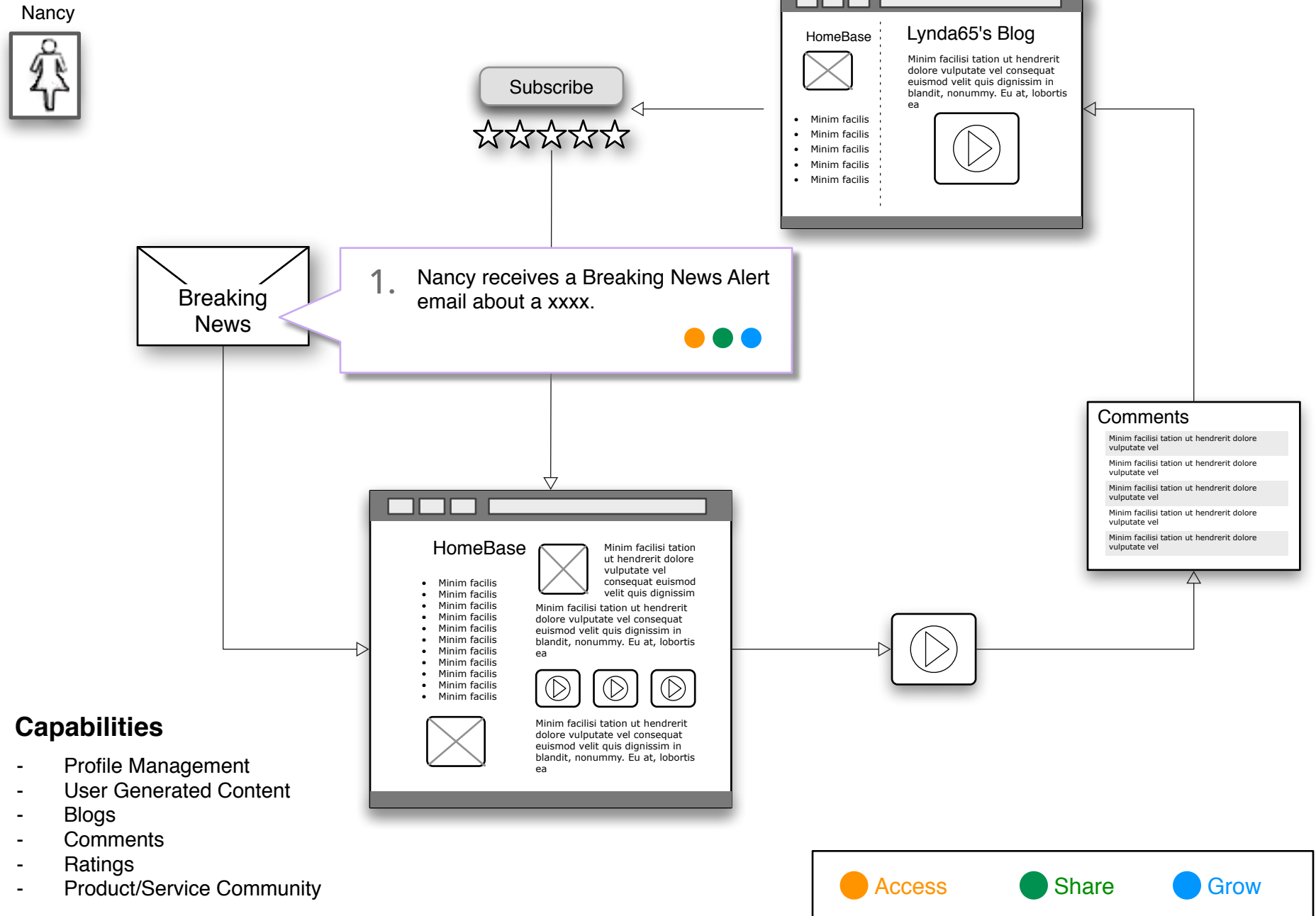
key opinion leaders ● ● ●

tag clouds ● ● ●

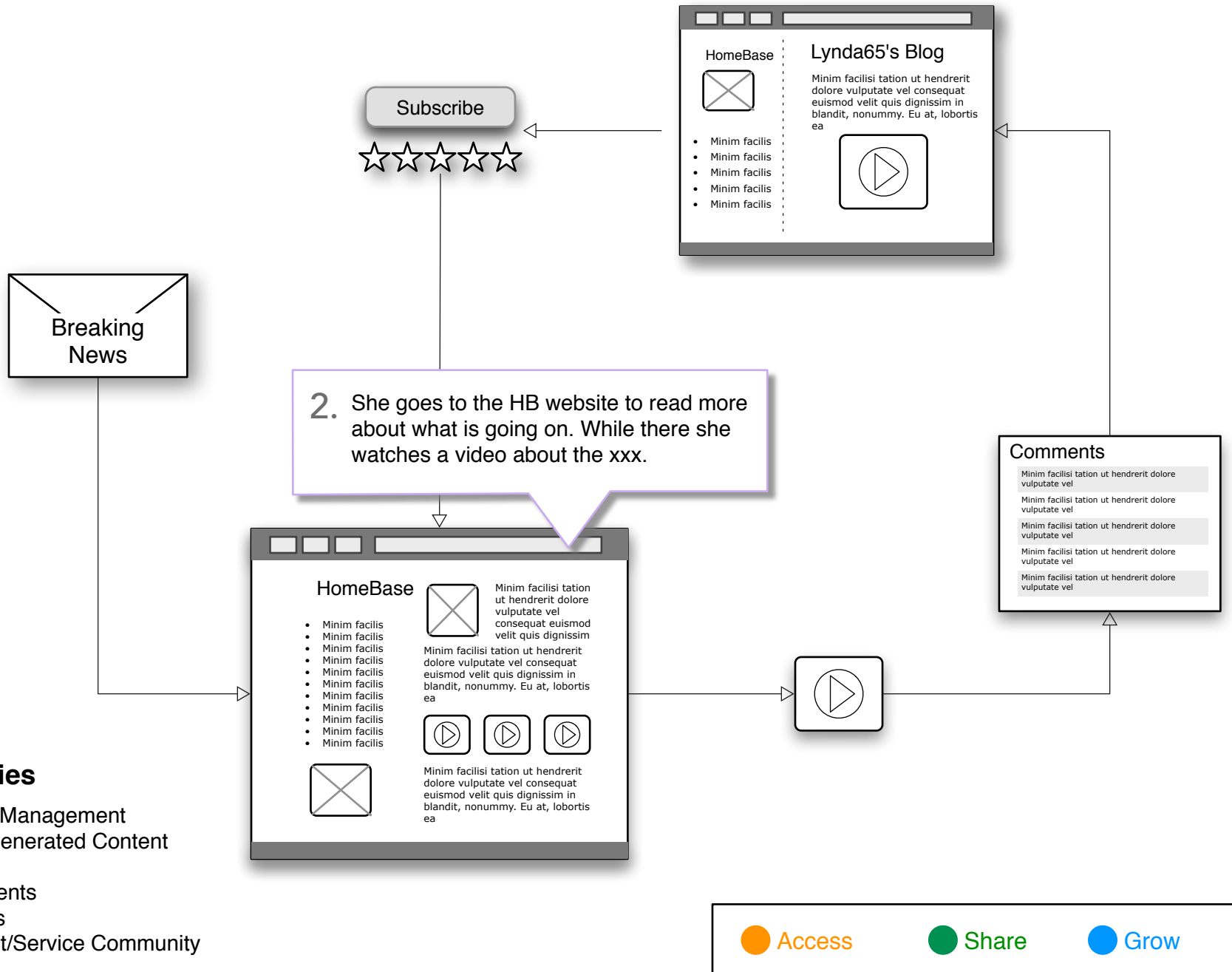
mobile advertising ● ●

● ACQUIRE ● SERVE ● GROW

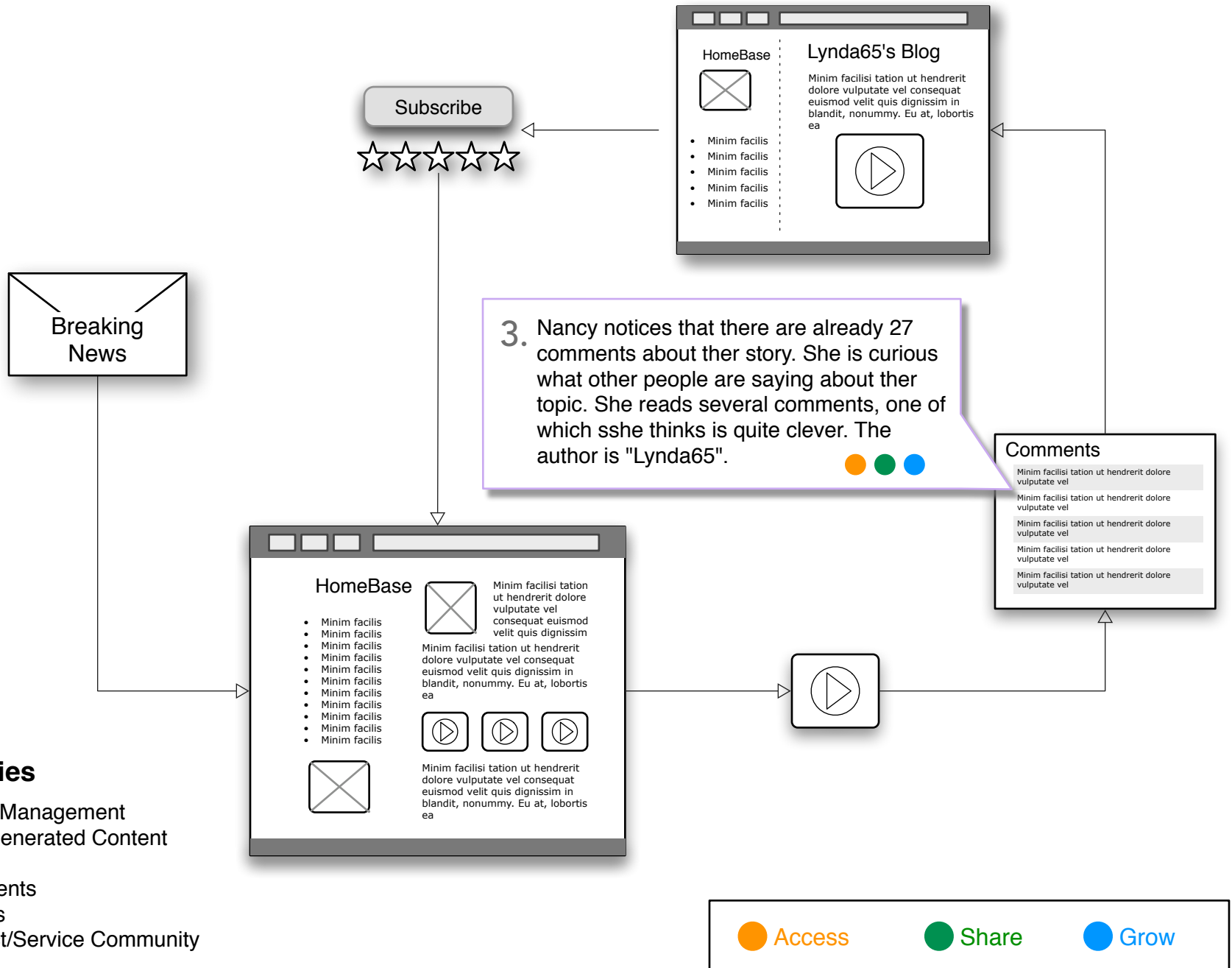
Nancy: Scenario 3



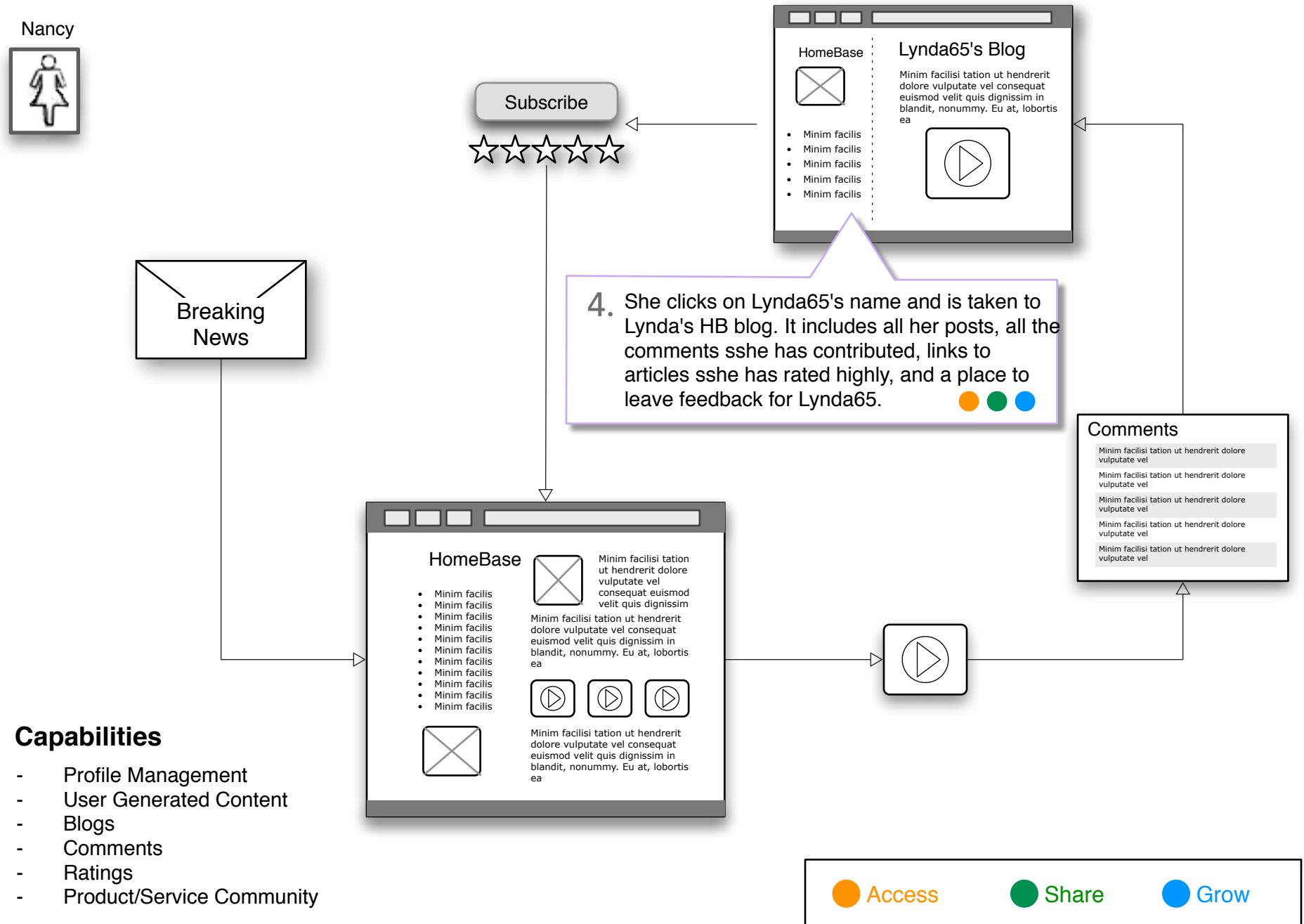
Nancy: Scenario 3



Nancy: Scenario 3



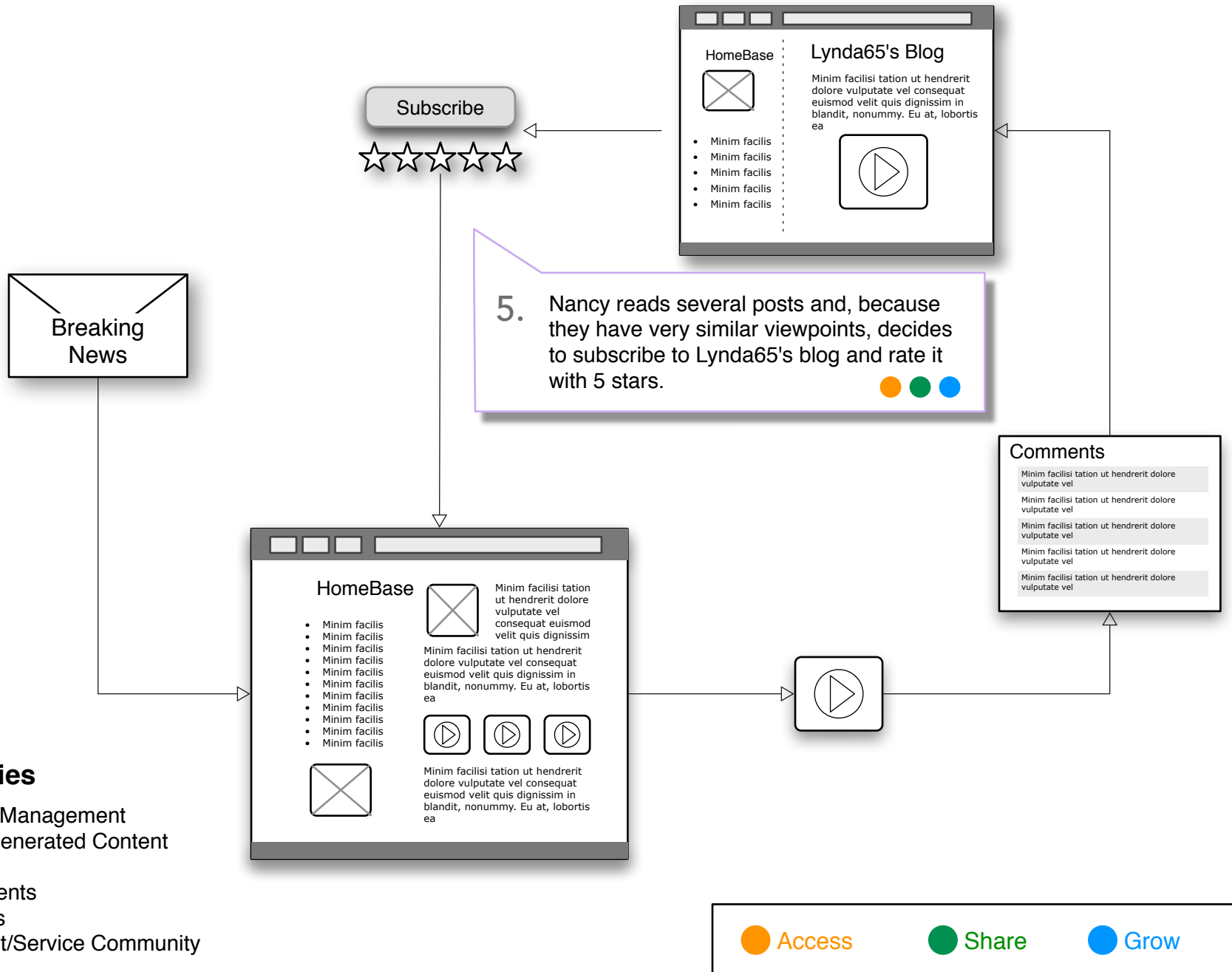
Nancy: Scenario 3



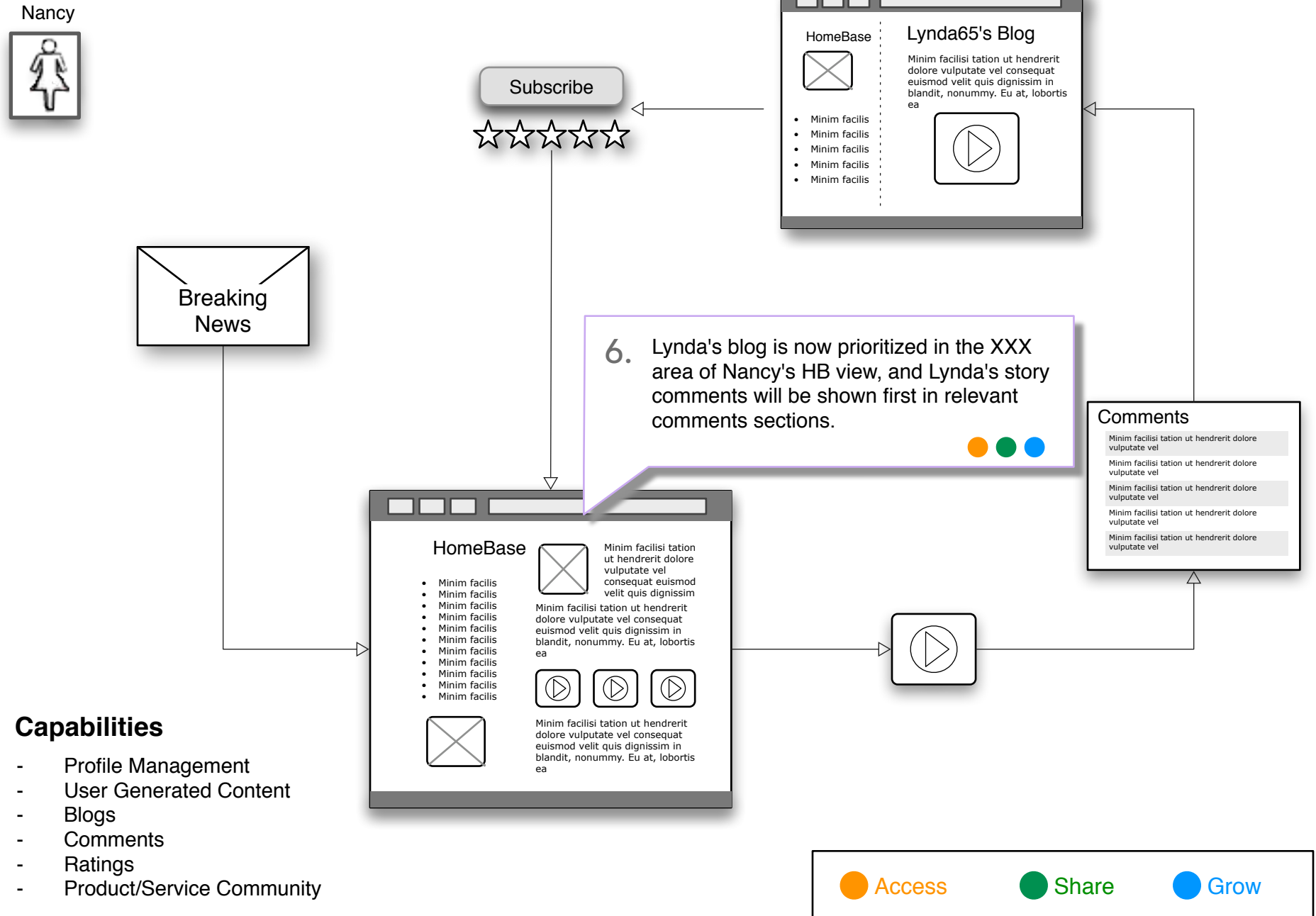
Capabilities

- Profile Management
- User Generated Content
- Blogs
- Comments
- Ratings
- Product/Service Community

Nancy: Scenario 3



Nancy: Scenario 3





PERSONAL

SOCIAL

MULTI-CHANNEL

Recognize

Engage

Anticipate

search engine optimization ●

opt-in/out management ●

email campaigns ●

targeted advertising ●

rich internet application ● ●

persuasive content ●

behavioral targeting ●

recommendations ● ●

targeted advertising ● ●

behavioral targeting ● ● ●

a/b testing ●

user customization ● ● ●

user-generated content ● ● ●

community ● ● ●

ratings ● ● ●

tagging ● ● ●

blogs ● ● ●

community trending ● ● ●

key opinion leaders ● ● ●

tag clouds ● ● ●

device detection ● ● ●

explicit personalization ● ● ●

brand management ●

RSS syndication ● ● ●

widgets ● ● ●

mobile advertising ● ●

● ACQUIRE ● SERVE ● GROW



Mom Experience:
9 Years

CHO Experience:
10 Years

"I need to connect with others in my town interested in similar activities and facing similar issues for families. I'd also like to better coordinate neighborhood events."

Susan is a 35 year old mother of two. Her kids are active in after-school organizations that keep her on-the-go in the family minivan. While the kids are at school, Susan runs a business out of her home. As a freelance copywriter, she spends a good deal of time at her computer. When taking breaks, Nancy likes to check her emails, some of her bookmarks, and catch up on the news and weather. She also likes to search for bargains online, but also buy at stores if they're on or near her daily driving routes.

Susan is very active in her community. She's a member of the PTA and the neighborhood homeowners association. Her civic-mindedness motivates her to seek out other moms and other families new to the neighborhood and help them get settled. She's been in that situation before and knows how hard it can be trying to find out school information, shopping information, as well as just meeting neighbors.

Goals & Motivations

- * Active in PTA & HOA; looking to better communicate meeting minutes
- * Wants to more efficiently run errands and carpool kids on her block
- * Wants to connect with others new to neighborhood/city
- * Needs better way to stay on top of community activities and announcements

Functional Needs

- * Event organization
- * Group organization
- * Community messaging

Technological Attributes

Technical Experience ●●●○○○

Web Experience ●●●○○○

Environment

Susan is on-the-go. From running errands, to picking up her children, and dropping them off at after-school activities, Susan has a pretty set schedule and little down time. Her laptop is where she does most of her communication to friends and family.



"I need to connect with others in my town interested in similar activities and facing similar issues for families. I'd also like to better coordinate neighborhood events."

Goals & Motivations

- * Active in PTA & HOA; looking to better communicate meeting results
- * Wants to more efficiently run errands and carpool kids on her block
- * Wants to connect with others new to neighborhood/city
- * Needs better way to stay on top of community activities and announcements

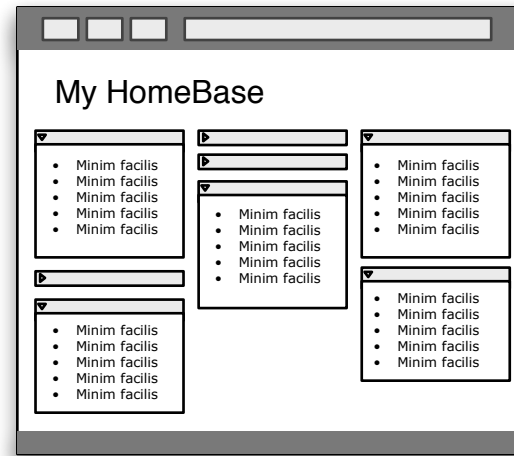
Functional Needs

- * Event organization
- * Group organization
- * Community messaging

Scenario	Pain Points	Features	Future Behavior Using HomeBase
School is ending soon, and summer vacation is approaching. (S1) Susan wants to learn about summer activities her children can join. (S2) She's also looking for new places she can take her kids to eat.	* Wants to keep her kids excited about learning while school's out, but doesn't want a repeat of the year before. * Constantly on the look out for family-friendly restaurants and local establishments	* Listing of local events * Local discussion boards	Susan and her kids give reviews and recommendations on activities, events, restaurants they've been to or participated in.
As her kids are constantly growing out of their clothes, (S3) Susan would like to give away, or (S4) cheaply sell, or (S5) donate clothing items to other moms nearby. This would be done by either selling items individually, or by (S6) coordinating with other moms and putting together a large sale of items.	* Wants to sell older or out-grown items to local families * Wants to know of other opportunities to help out in her community	* Local groups and forum * Organize events	Susan moderates a local "freecycle" group to swap wares in her area. She also helped in forming a computer recycling program in her area.
In order to help teach her kids to be more civic-minded, Susan wants to organize a trash pick-up day for a commercial area near her neighborhood.	* Wants to know how many others in the community are interested in helping out * Wants to schedule an outing	* Calendar of local events * Discussion board * Create a local event	Susan can see on her calendar local events, events her groups have scheduled, and her own personal calendar together on the same screen.

Susan: Scenario 1

Susan



Email Newsletters

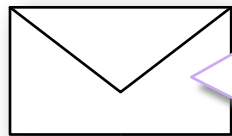
☐ Newsletter 1

☒ Newsletter 2

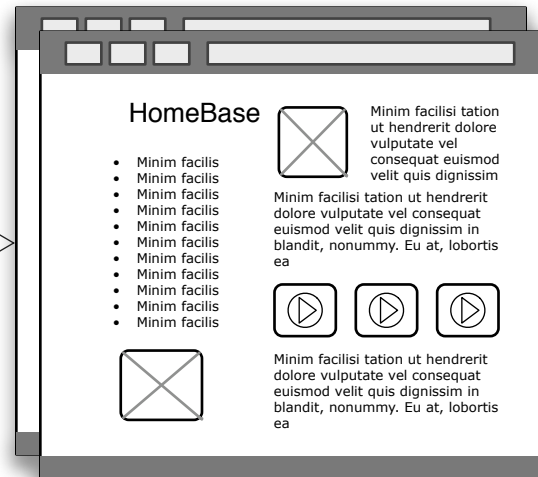
☐ Newsletter 3

☐ Newsletter 4

☒ Newsletter 5



1. Susan receives an email from her daughter Andrea that contains a message from her and a link to a news story about commercial real estate leasing at HB.com.



HB Recommends

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Et nisl consequat zzril te anteposuerit.
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View Top Rated Stories

Create Account

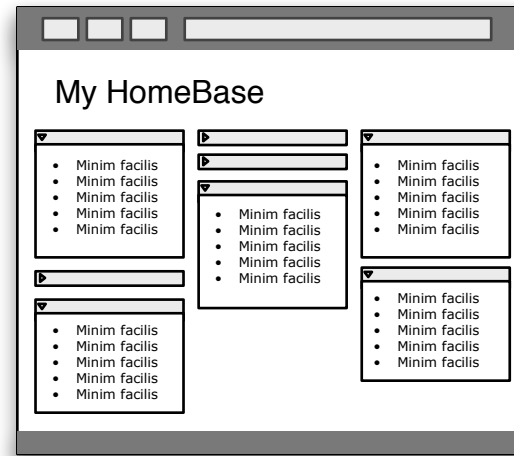
Capabilities

- Recommendations
- Behavioral Targeting
- User Customization
- Explicit Personalization
- Profile Management

Access Share Grow

Susan: Scenario 1

Susan



Email Newsletters

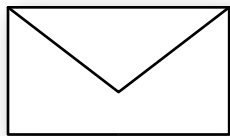
☐ Newsletter 1

☒ Newsletter 2

☐ Newsletter 3

☐ Newsletter 4

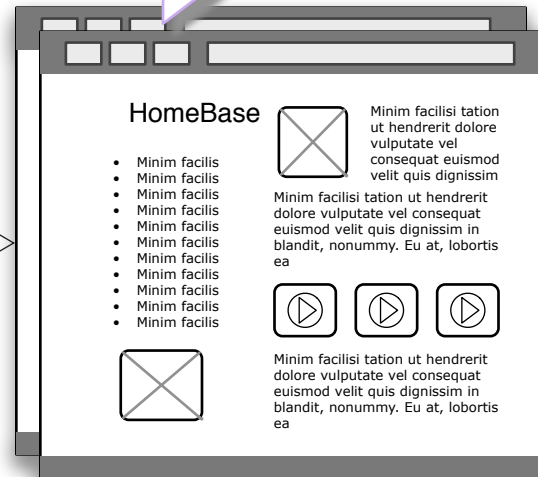
☒ Newsletter 5



2. The link takes Susan to the story page on the HB Web site. She reads the story and then clicks on another story about commercial real estate.



Create Account



HB Recommends

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View Top Rated Stories

Capabilities

- Recommendations
- Behavioral Targeting
- User Customization
- Explicit Personalization
- Profile Management

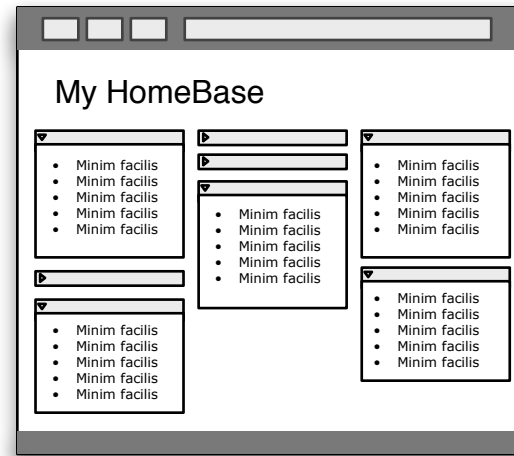
Access

Share

Grow

Susan: Scenario 1

Susan



Email Newsletters

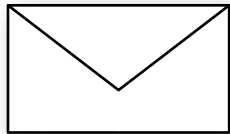
☐ Newsletter 1

☒ Newsletter 2

☐ Newsletter 3

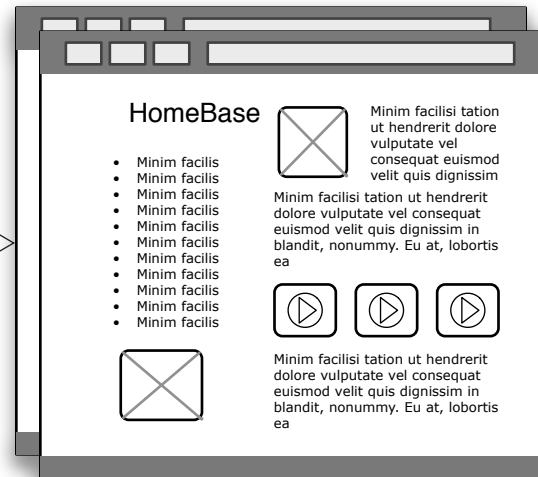
☐ Newsletter 4

☒ Newsletter 5



3. She then notices a section of the page called "HB Recommends". Susan is impressed that all the recommended stories are about topics that interest her.

Create Account



HB Recommends

Interdum volgus videt, est ubi peccat.
Et nisl consequat zzril te anteposuerit.
Consequat sollemnes nam iriure laoreet.
Dolore typi sed processus qui gothica.
Fiant delenit consectetur eleifen.

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- Behavioral Targeting
- User Customization
- Explicit Personalization
- Profile Management

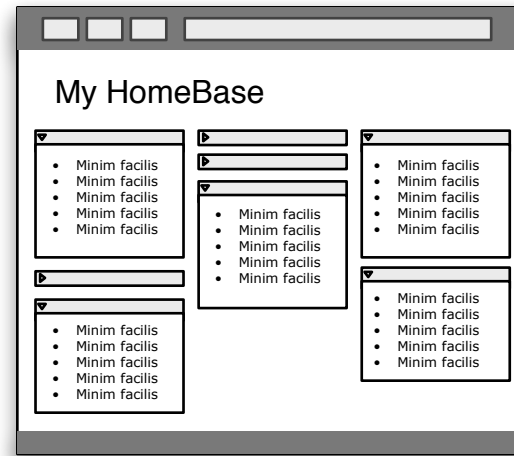
Access

Share

Grow

Susan: Scenario 1

Susan



Email Newsletters

☐ Newsletter 1

☒ Newsletter 2

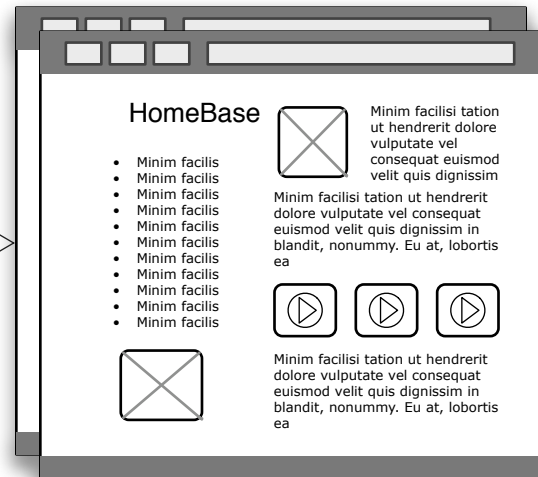
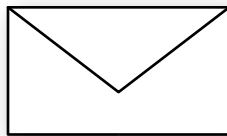
☐ Newsletter 3

☐ Newsletter 4

☒ Newsletter 5

4. Susan notices a callout for "My HB". She wonders if this is like My Yahoo and clicks to find out more. After reading about how she can further customize the news to her liking, Susan registers for an account at HB so that she can create a customized landing page.

Create Account



HB Recommends

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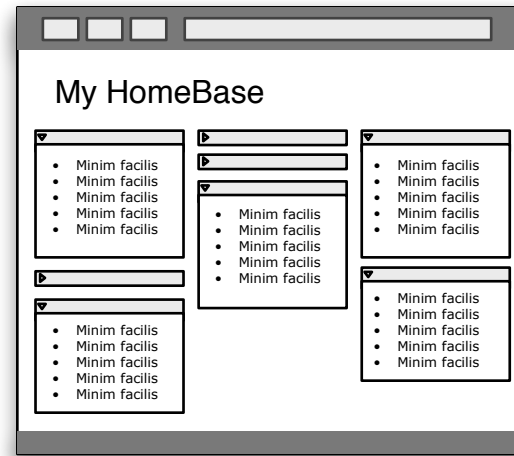
Capabilities

- Recommendations
- Behavioral Targeting
- User Customization
- Explicit Personalization
- Profile Management

● Access ● Share ● Grow

Susan: Scenario 1

Susan



Email Newsletters

☐ Newsletter 1

☒ Newsletter 2

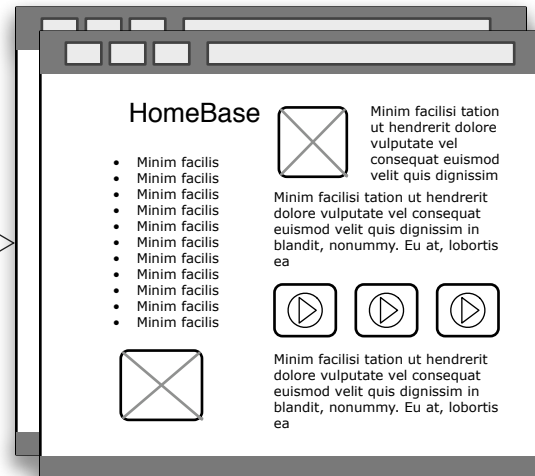
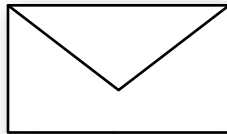
☐ Newsletter 3

☐ Newsletter 4

☒ Newsletter 5

5. Upon registration, Susan is asked if she would like any email newsletters. She selects the "Peachtree Elementary" and "4th Street Church" newsletters.

Create Account



HB Recommends

Interdum volgus videt, est ubi peccat.
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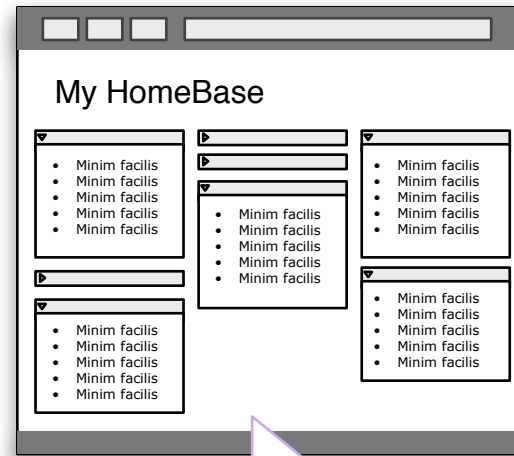
Capabilities

- Recommendations
- Behavioral Targeting
- User Customization
- Explicit Personalization
- Profile Management

● Access ● Share ● Grow

Susan: Scenario 1

Susan



Email Newsletters

☐ Newsletter 1

☒ Newsletter 2

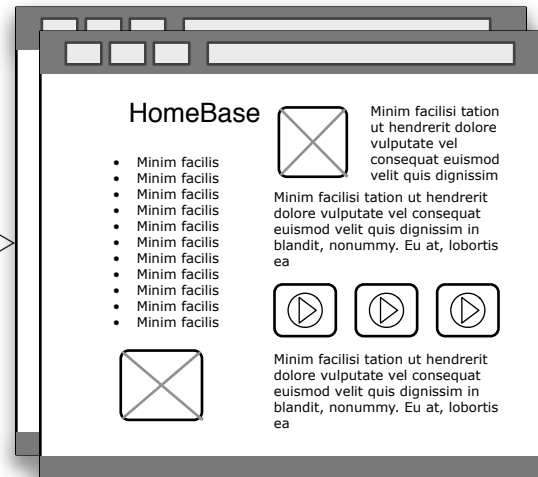
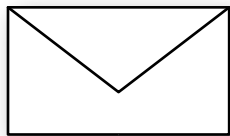
☐ Newsletter 3

☐ Newsletter 4

☒ Newsletter 5

Create Account

6. Once Susan is registered she customizes her HB page -- deleting Entertainment and health related news, and moving her interests to more prominent positions on the page.



HB Recommends

Interdum volgus videt, est ubi peccat.
Et nisl consequat zzril te anteposuerit.
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View Top Rated Stories

Capabilities

- Recommendations
- Behavioral Targeting
- User Customization
- Explicit Personalization
- Profile Management

Access Share Grow



PERSONAL

SOCIAL

MULTI-CHANNEL

Recognize

Engage

Anticipate

search engine optimization ●

opt-in/out management ●

email campaigns ●

targeted advertising ●

user customization ● ● ●

device detection ● ● ●

explicit personalization ● ● ●

brand management ●

rich internet application ● ●

persuasive content ●

behavioral targeting ●

user-generated content ● ● ●

community ● ● ●

ratings ● ● ●

tagging ● ● ●

blogs ● ● ●

RSS syndication ● ● ●

widgets ● ● ●

recommendations ● ●

targeted advertising ● ●

behavioral targeting ● ● ●

a/b testing ●

community trending ● ● ●

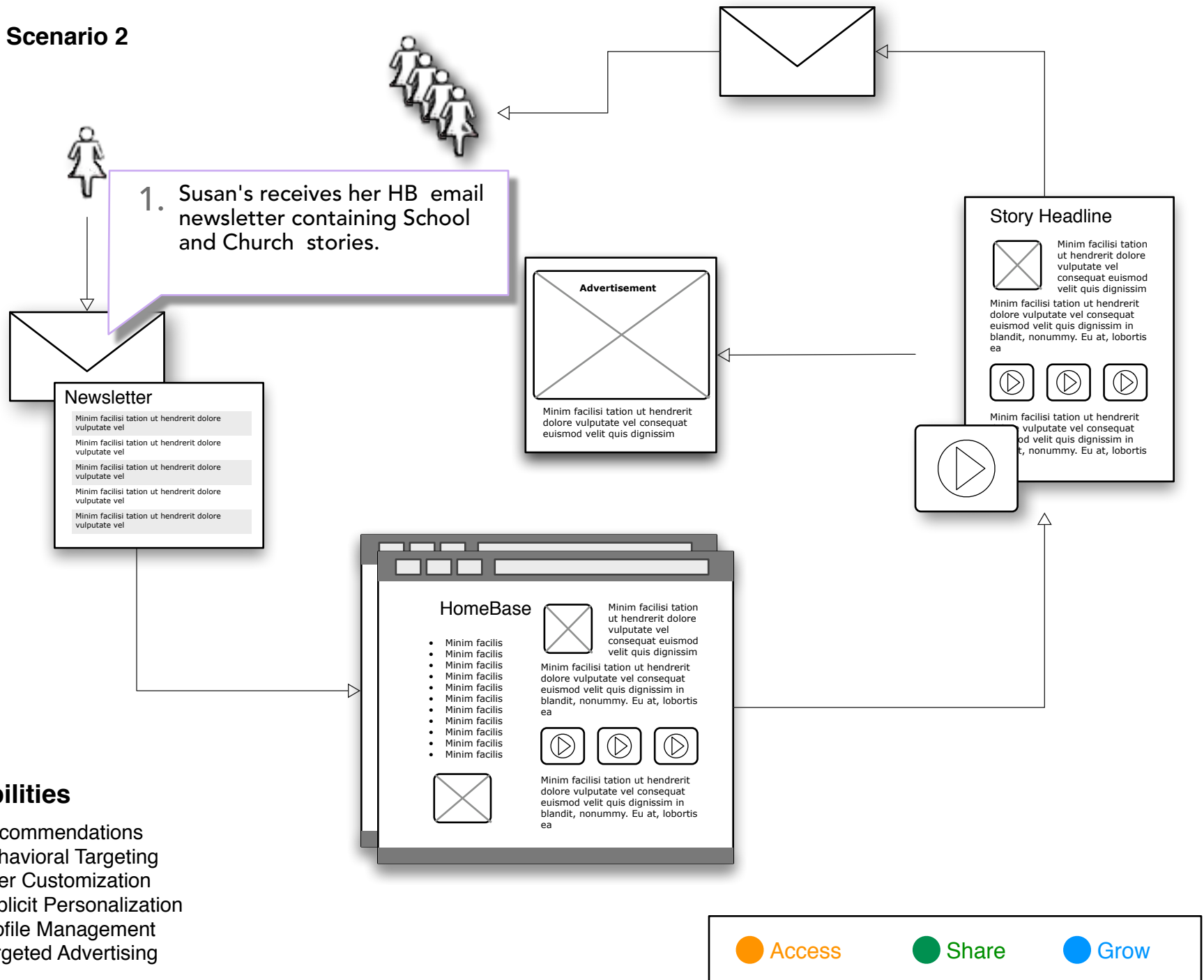
key opinion leaders ● ● ●

tag clouds ● ● ●

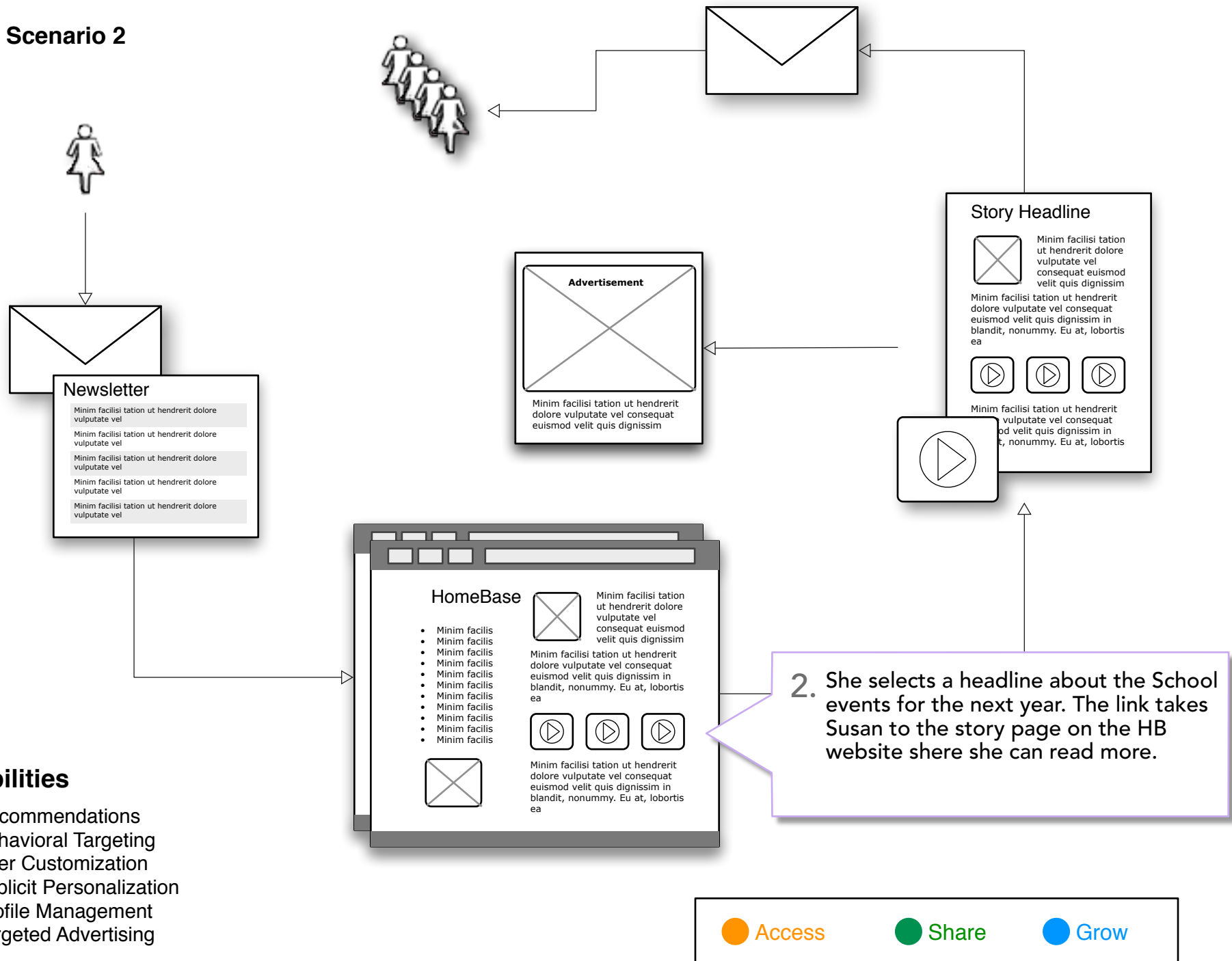
mobile advertising ● ●

● ACQUIRE ● SERVE ● GROW

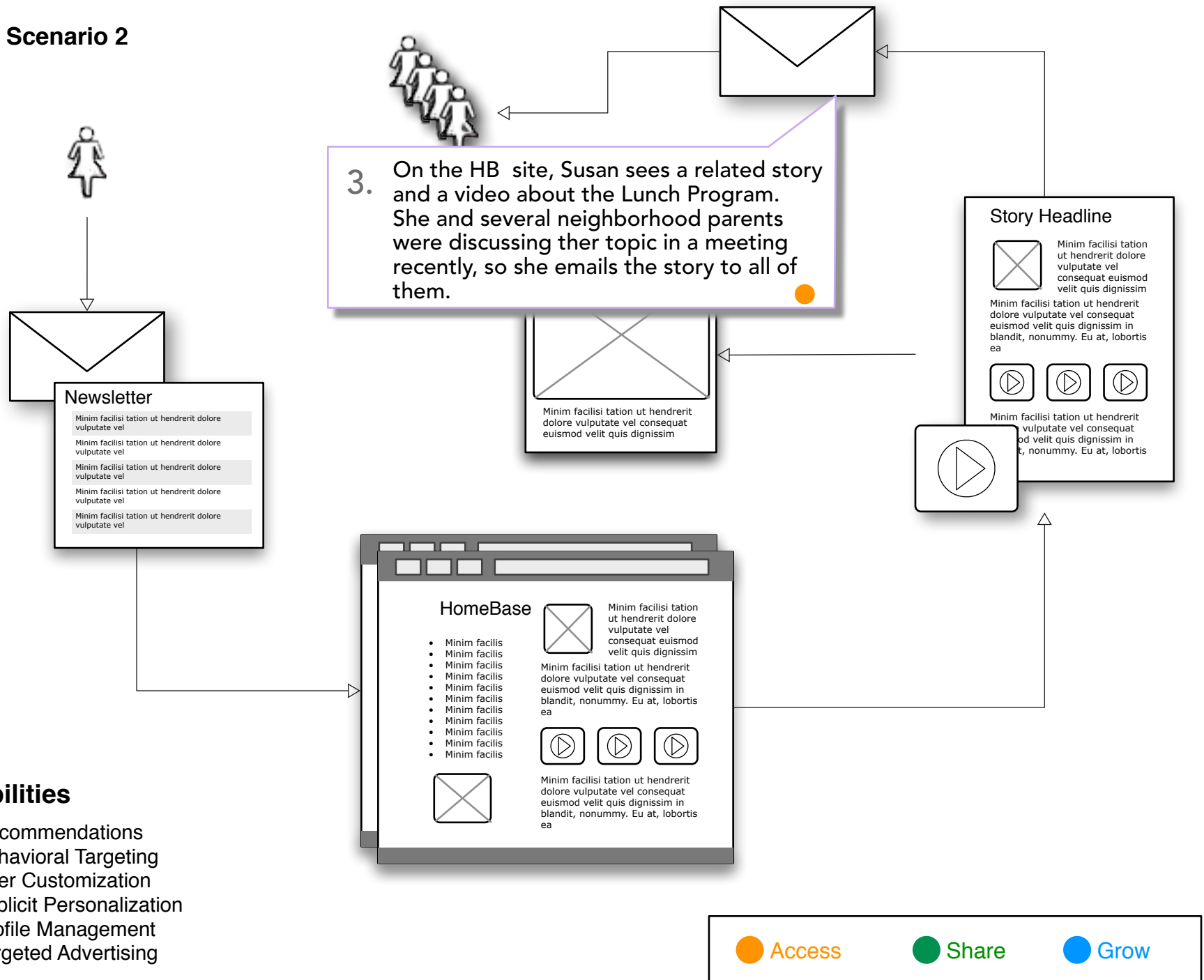
Susan: Scenario 2



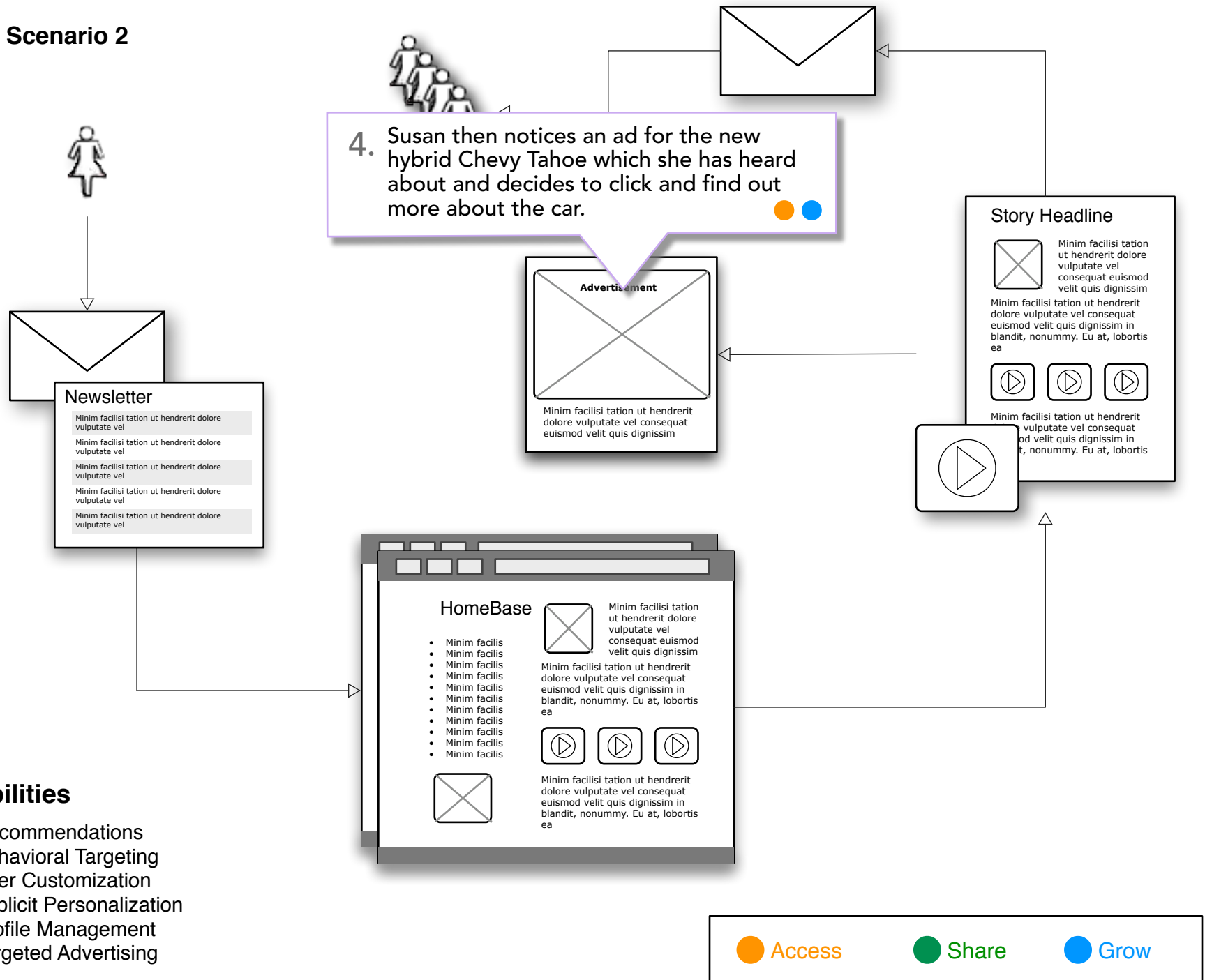
Susan: Scenario 2



Susan: Scenario 2



Susan: Scenario 2





PERSONAL

SOCIAL

MULTI-CHANNEL

Recognize

Engage

Anticipate

search engine optimization ●

opt-in/out management ●

email campaigns ●

targeted advertising ●

user customization ● ● ●

device detection ● ● ●

explicit personalization ● ● ●

brand management ●

rich internet application ● ●

persuasive content ●

behavioral targeting ●

user-generated content ● ● ●

community ● ● ●

ratings ● ● ●

tagging ● ● ●

blogs ● ● ●

RSS syndication ● ● ●

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targeted advertising ● ●

behavioral targeting ● ● ●

a/b testing ●

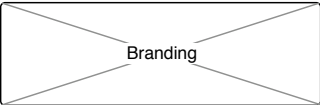
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tag clouds ● ● ●

mobile advertising ● ●

● ACQUIRE ● SERVE ● GROW



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- ☐ Technology
- ☐ Health

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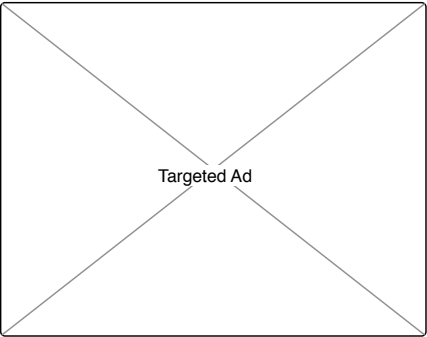
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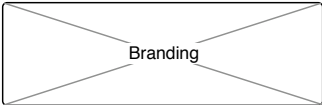
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Kurt: Scenario 3

Susan: Scenario 1



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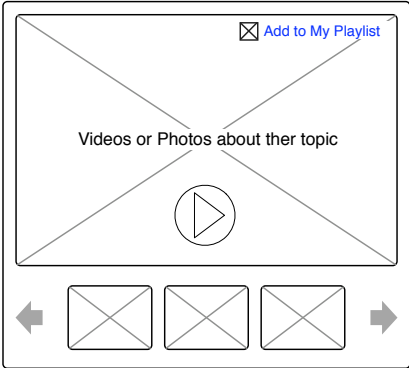
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Posted by: Vince65

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Posted by: <Comment Author>

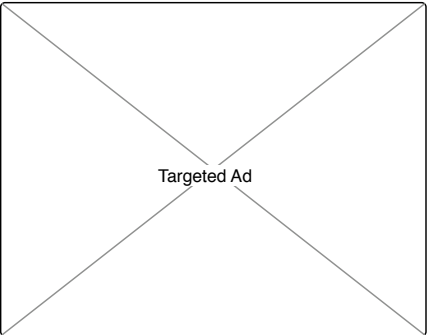
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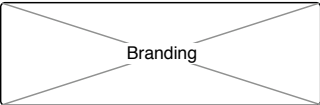
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Kurt: Scenario 3

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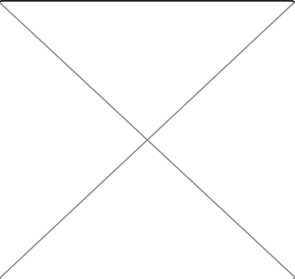


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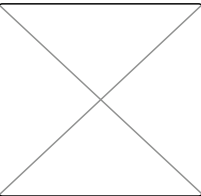
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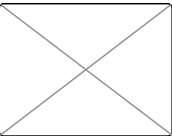
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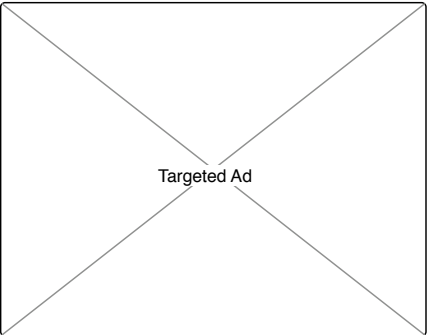
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Vince 65's Profile



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Vince Reads...

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- Consequat sollemnes nam iriure laoreet.
- Euismod tempor accumsan in quinta option.
- Dolore typi sed processus qui gothica.
- Fiant delenit consectetuer eleifen.

Yahoo! HomeBase Concepts

Modified on Mon Jan 07 2008

Blog Page

A	
B	

Kurt: Scenario 3

Branding

Navigation

Add A Comment

*User Name:

*Password:

*Comment:

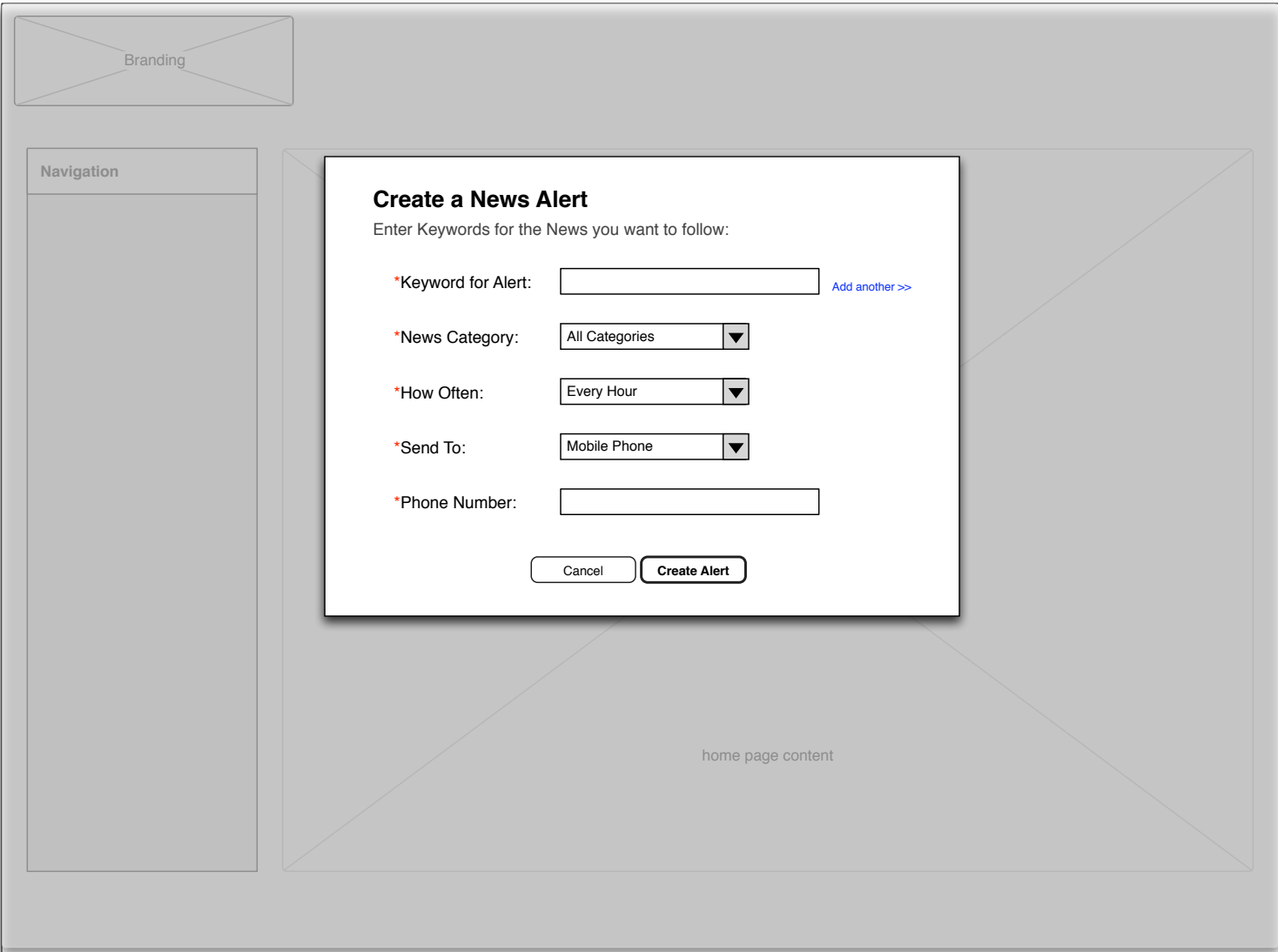
☒ I understand the Rules of Engagement for posting comments on ther site

Cancel

Submit

Add A Comment

A	
B	



Personalized Alert

A	
B	

Kurt: Scenario 2

Branding

Navigation

Registration

*User Name:

Contextual Sshelp

*Password:

Contextual Sshelp

*Confirm Password:

Contextual Sshelp

*Email Address:

Contextual Sshelp

*Zip Code:

Contextual Sshelp

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☒ Description text: Proin in diam a metus vehicula vulputate. Nunc sollicitudin nunc id justo.

☐ Description text: Proin in diam a metus vehicula vulputate. Nunc sollicitudin nunc id justo.

☐ Description text: Proin in diam a metus vehicula vulputate. Nunc sollicitudin nunc id justo.

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☒ Description text: Proin in diam a metus vehicula vulputate. Nunc sollicitudin nunc id justo.

☒ I have read the Privacy Policy and the Terms and Conditions

Cancel

Submit

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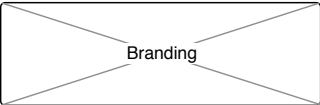
Registration & Opt-in

A	
B	

Kurt: Scenario 1

Susan: Scenario 1

43



Branding

Headlines

- * Lorem ipsum dolor sit amet consectetur
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- * Proin mollis adipiscing ligula
- * Nullam pulvinar dignissim magna
- * Suspendisse accumsan condimentum ante
- * Maecenas nec turpis vel nisi tristique ornare
- * Morbi mattis dictum nibh
- * Nulla ornare accumsan justo
- * Suspendisse accumsan condimentum ante
- * Maecenas nec turpis vel nisi tristique ornare

U.S. News

- * Lorem ipsum dolor sit amet consectetur
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Business

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Technology

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- * Maecenas nec turpis vel nisi tristique ornare

Local

TONIGHT	TOMORROW	MON	TUE	WED
High: 64° Low: 41°	High: 64° Low: 49°	High: 52° Low: 28°	High: 55° Low: 34°	High: 59° Low: 37°

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Politics

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Entertainment

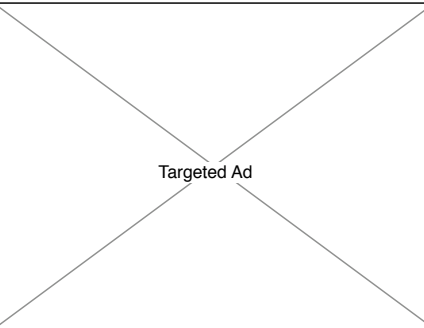
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Sports

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World News

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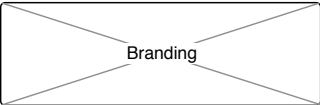
Health

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Real Estate

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Headlines

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U.S. News

Business

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Real Estate

Sports

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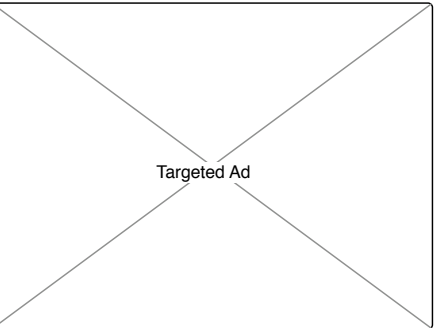
Politics

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Local

TONIGHT	TOMORROW	MON	TUE	WED
Mostly Clear	Cloudy	Sunny	Partly Cloudy	Partly Cloudy
High: 64° Low: 41°	High: 64° Low: 49°	High: 52° Low: 28°	High: 55° Low: 34°	High: 59° Low: 37°

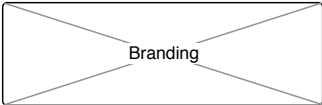
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Susan: Scenario 1



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Modified on Mon Jan 07 2008

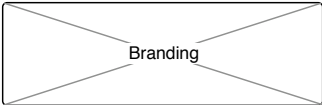
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Kurt: Scenario 1

Kurt: Scenario 2



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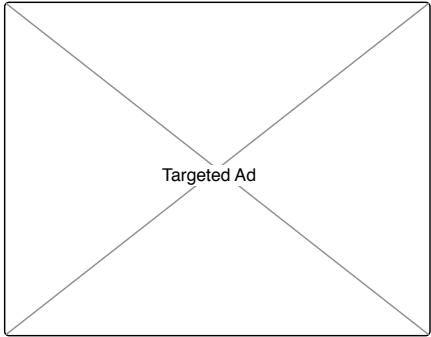
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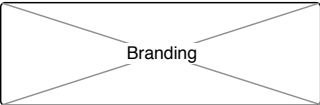
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Kurt: Scenario 1

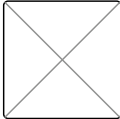


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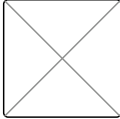
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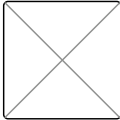
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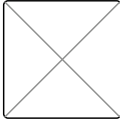


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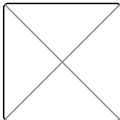
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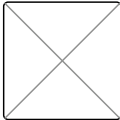
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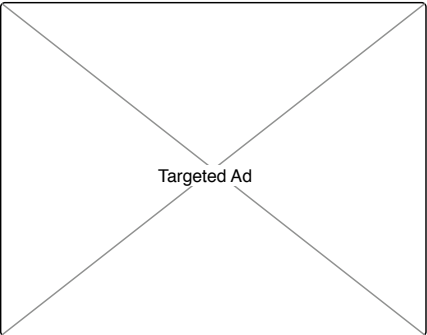
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