

2. c Defining your audience: Use cases

Use cases were a method initially introduced as a way of representing how IT applications should interact with the real world but can be used more generally to set out the way a particular product or service can be put to use.

Useful for

- Defining the way people and technology interact, or any two or more actors.
- Thinking through how a potential technology solution may actually be used.
- A user-focused use case starts from the perspective of a potential user group, and understanding the objectives they wish to achieve.
- Helping those developing a product or service understand a system's functions from the viewpoint of a specific user.
- By focusing on what a technical solution does, rather than how it does it, use cases create scenarios that can be related to by all the stakeholders – both technical developers and users.
- They help ensure all stakeholders can understand, and agree on, what a user needs a service needs to do.

How it works

By defining a particular use case for your product or service, you can then base its design on that need. You may identify more than one use case. It will be a point of development to take the process for the service proposal for this use case and test it against the other use cases. Depending on the needs of those use cases, additional and/or optional activities or customer journeys will be developed.

Use case template

Use Case 1:	
Description	
Example	
User Story	
Acceptance Criteria	

The two use cases below are examples that were developed for CAPZero in LEO-N Beta.

Use Case 1: Expert, highly mobilised community	
Description	An organised, mobilised, committed community group that wants to decarbonise its local area and which has sufficient expertise and available resource to create its own Plan from scratch.
Example	Low Carbon Isis
User Story	“As a highly-engaged community group with ready access to energy sector expertise, we want light-touch support from trusted experts who know the local energy ecosystem and that offer quality assurance, a nudge in the right direction, introductions and occasional deeper project appraisal expertise so that we can create and drive forward our decarbonisation plan for our local area.”
Acceptance Criteria	Given that they want to do most of the “doing” themselves, the engagement with a group like this needs to focus on establishing the facts of their situation and drawing upon the “CAPZero toolkit” to help them in an appropriate way. To ensure that they continue to feel very strong ownership, it will be important to give them options appraisals that they can make their own decisions about, rather than make assumptions regarding the best solution for them.

Use Case 2: Committed community, low resource	
Description	An organised, mobilised, committed community group that wants to decarbonise its local area but which doesn't have sufficient expertise or available resource to create its own Plan from scratch.
Example	Transition White Horse
User Story	“As a highly-engaged community group that struggles to readily access energy sector expertise, but which knows the challenges of its local community and is able to organise engagement and communicate with local people, we want trusted experts who know the local energy ecosystem and that help us create a decarbonisation plan for our local area that we, our residents and businesses feel ownership of and commitment to.”
Acceptance Criteria	Standardised sections of the CAPZero plan are explained to the steering board to build understanding of the energy system and therefore the contextual priorities and considerations that have implications for the community's choices and which must inform its priorities if the plan is to be successful. The process includes wider community engagement in order that a few individuals aren't speaking for the many without checks and balances.

What next?

Build a value proposition for your target audience by identifying how your service best creates value, or, identify ways users who might be lacking key characteristics or capabilities could be supported to gain them, so they can also benefit from the service.