

Task model cheat sheet

The anatomy of a task model

1. Goal

The thing that people are trying to do.

2. Phases

The broad stages that people go through to complete a goal.

3. Behaviours

The patterns of behaviour people use to make a decision. See A, B, C below.

4. Tasks

The individual elements that a user has to know or do to facilitate a decision.

5. Flow

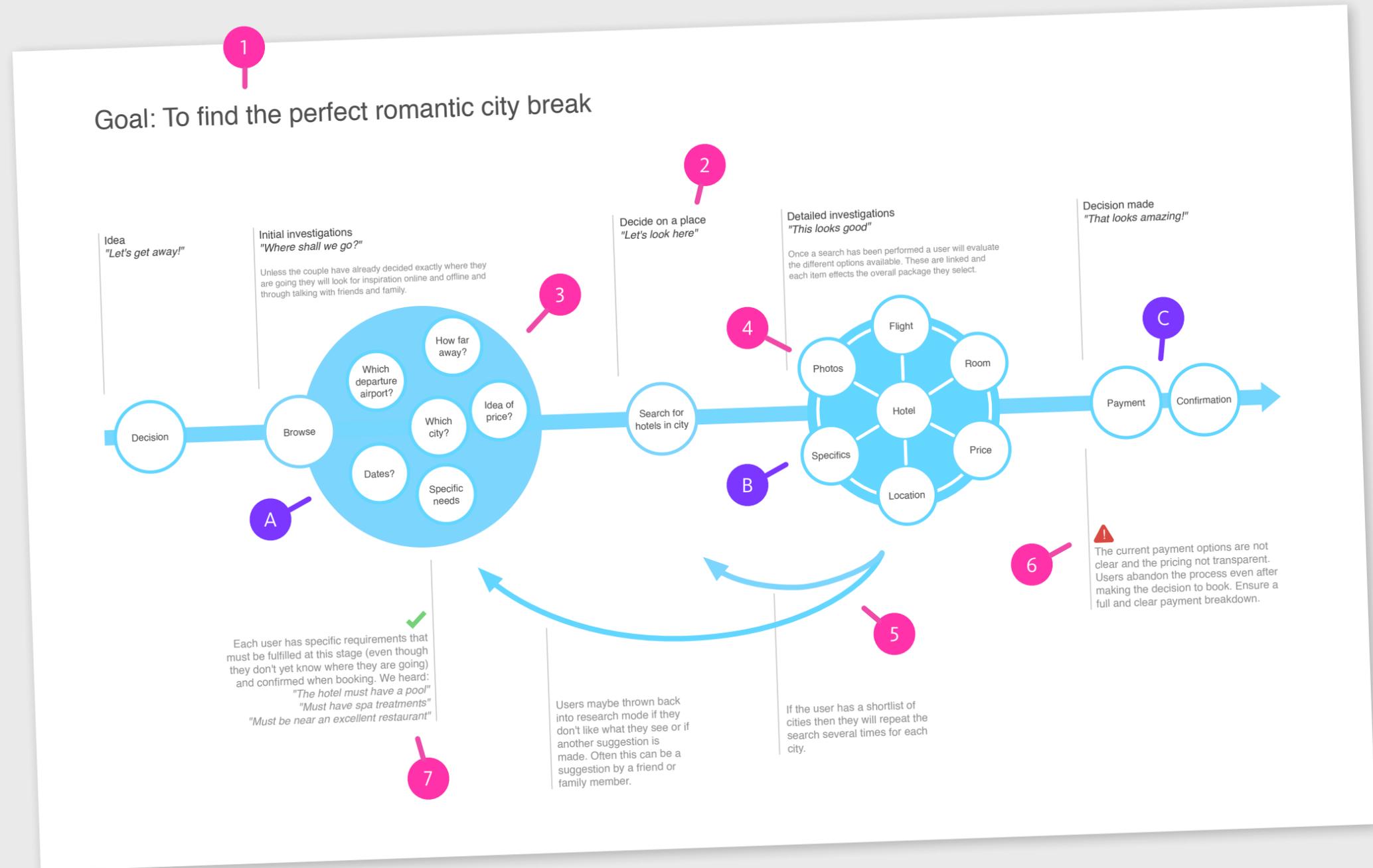
Show how people move through the process. Allow for exploration and iteration.

6. Barriers

Identify any pain points.

7. Content requirements

The general and specific content needs that people have around each task.



The three behaviours

A. Complex evaluation

A complex evaluation recognises that people need to move freely between often unrelated variables until they reach a decision.

In this example it's about deciding where out of all the options they want to get away to.

B. Controlled evaluation

In a controlled evaluation people move between known variables in order to make a decision. The interaction should allow people to alter each variable and see the effect on the outcome.

Here it's about putting together the final package and price.

C. Direct connection

In a direct connection people expect to be able to move from one step to the next without deviation.

In this case it's about moving seamlessly through the payment and confirmation process.