Write a short story of a user in the environment that your product will be used in. Give it some thought, and use details about the environment and the user. (Are there distractions around? Might the user have something else on his mind? Are there kids nagging the user? Is the user performing a repetitive or monotonous task?) If appropriate, describe the problem, difficulty, or aggravation that the user is facing (this should be the problem that you are trying to solve). The goal of this exercise is to help you to see the situation from the user's point of view. Keep this scenario around and refer to it as you explore design alternatives. The scenario will also illustrate the need for your product, and it will highlight important issues that your product should address. These exercises can help you to avoid large oversights that can lead to a poor, difficult to use, or useless product.