

## Storyboard

## Persona: Food Critic, Gerald

## Scenario: Leave Public Review

I enjoyed my food here. I should let people know



- Enjoyed the food
- Wants to let people know

This place isn't well known, so I don't have a way to leave a credible review that can be seen by many people quickly.



- Can't find a way to share his experience quickly and credibly

If I use my own social media accounts then the chance someone local to the area that will see it is not very high.



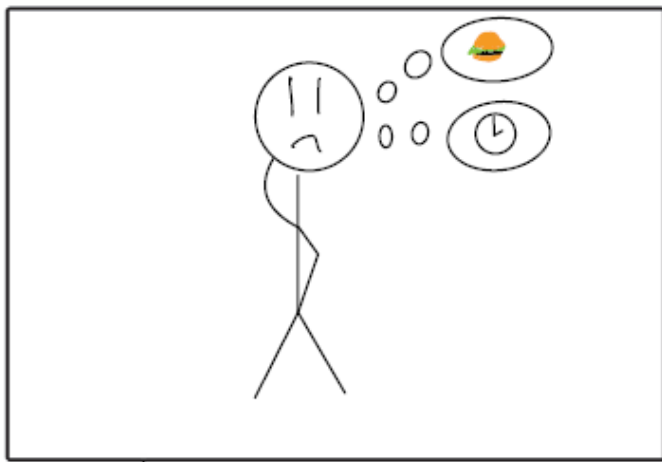
- Needs a way for those local to the area be able to see reviews of local food



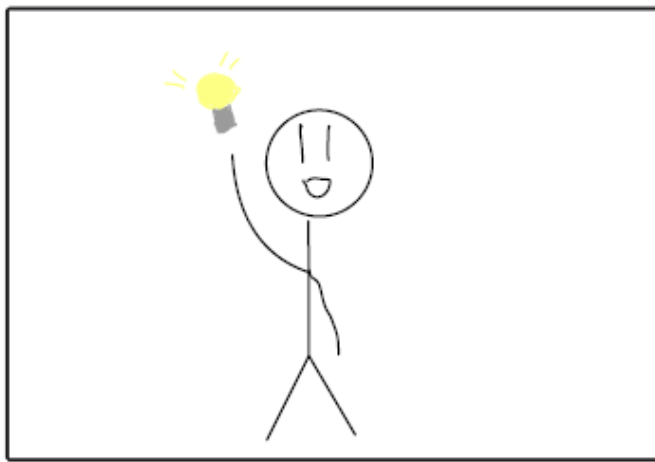
Joan just recently became a teacher, but it looks like some problems impact both students and teachers...



Joan is still hungry, but class is about to start any minute. What if she can't focus to teach well enough today?

**Scene:** Richard is feeling hungry

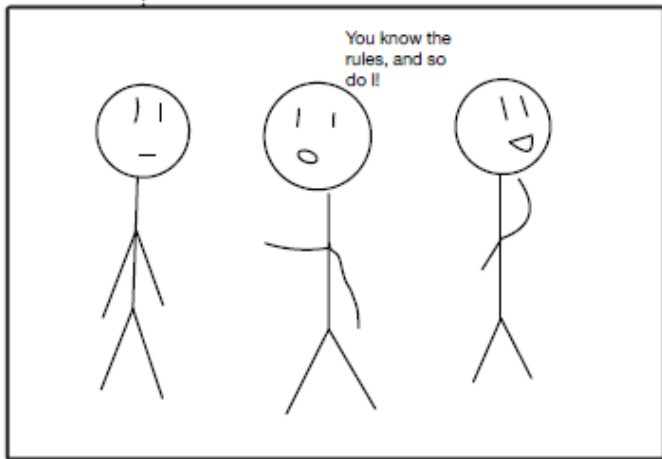
Does he have enough time to eat?

**Scene:** Richard had an idea

He remembers that there's an easy way to see how long it takes to get food on campus!

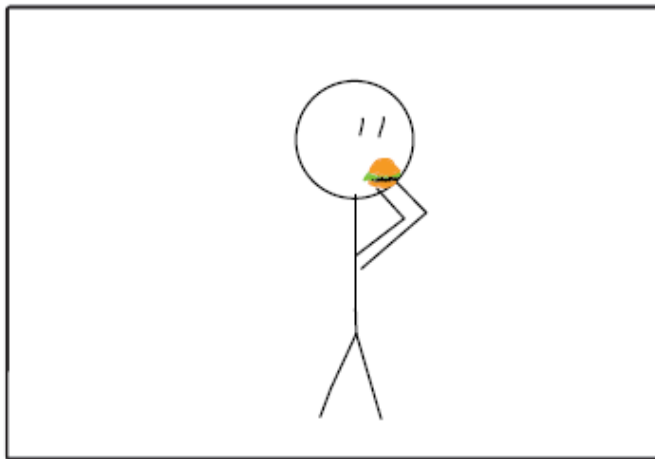
**Scene:** Richard checks his phone

There's only four people in line at his favorite spot! That's only a seven minute wait!

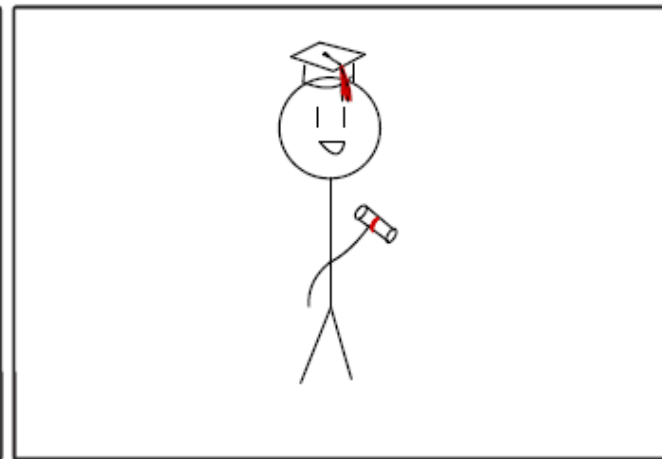
**Scene:** Richard arrives at the restaurant

You know the rules, and so do I!

Richard got there just in time to avoid the lunch rush. No cutting in line!

**Scene:** Richard gets his food

Richard had plenty of time to eat before his class.

**Scene:** Richard gets his degree

With the energy of a good meal, Richard did well in school and graduated with a 4.0!