



Bob is tired of getting dehydrated, and needs to drink more water to stay healthy, but forgets.



Bob sees an ad on social media about a drink water reminder app.



Bob downloads the WApp and starts the free trial. He sets up his account and enter his info.



Because Bob is a student he has to study as well. It is 8 A.M. in the morning and has not drank water yet and does not realize he needs to drink.



He gets a reminder from WApp to drink water and he gets very happy that the app is keeping him healthy.



Because of the reminders the WApp sends out, Bob is now staying hydrated and is able to play even better.



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