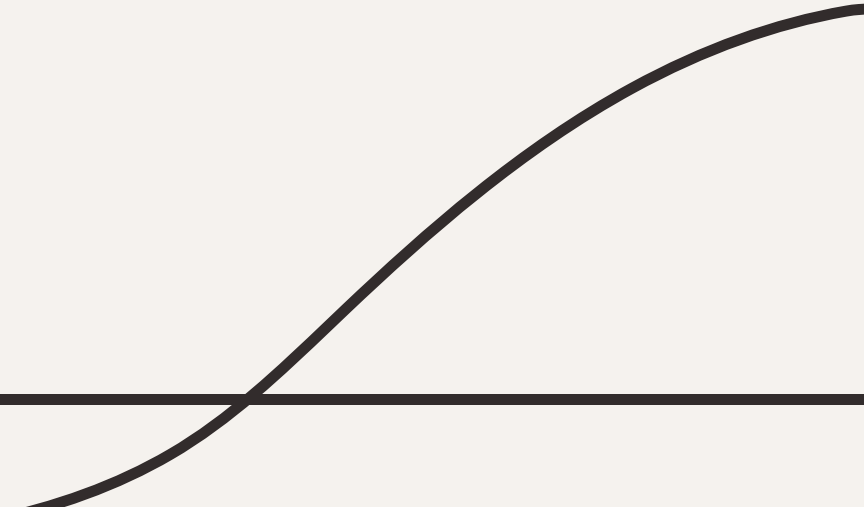# STORY BOARDING

CT&DT - SPSU -"BRAINSTORMERS" - TASK#6

choice of product: Food product application

Introduction to Food Narratives

In the world of food marketing, **stories** sell. By crafting compelling **narratives**, brands can connect emotionally with their audience. This presentation explores how to create engaging food stories that resonate and inspire culinary adventures.
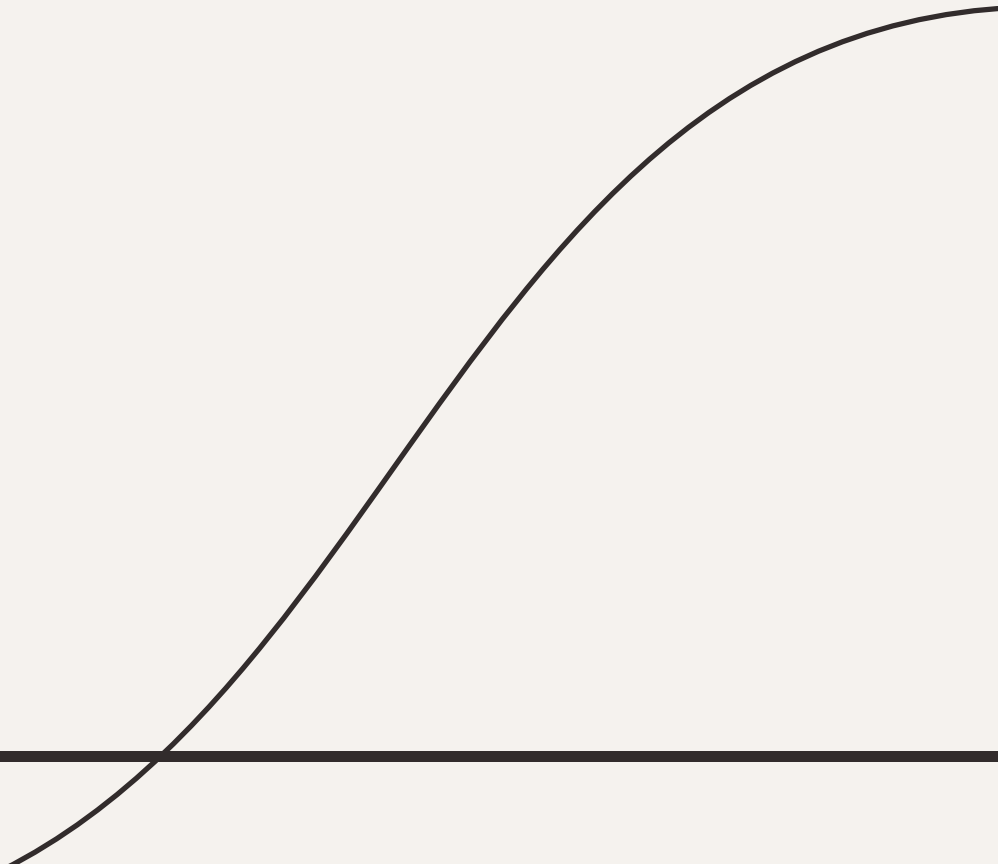
Title: "TastyBites"

Scene 1:

Home Screen

Meet Emma, a foodie who loves exploring new cuisines. She downloads TastyBites, an app that delivers her favorite dishes to her doorstep. The home screen displays a mouth-watering image of a burger, with a tagline "Order Now and Get 20% Off!" Emma taps the "Explore" button.
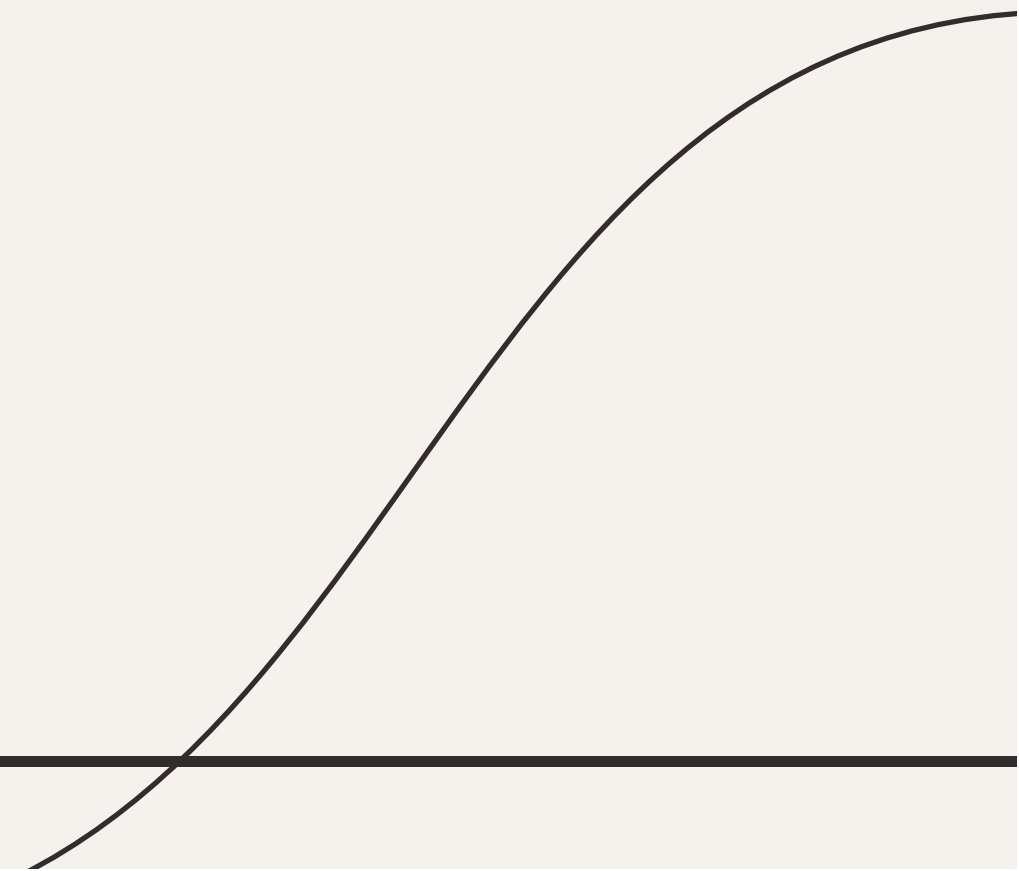
Scene 2:

Product List

Emma browses through the product list, scrolling through images of pizzas, salads, and sandwiches. She taps on a juicy burger image, which takes her to the product details page.

Scene 3:

Product Details :

On the product details page, Emma reads about the burger's ingredients, price, and reviews. She adds the burger to her cart and proceeds to checkout.

Scene 4:

Checkout:

At checkout, Emma enters her shipping address and payment information. She selects the "Pay with Card" option and completes the payment process.

Scene 5:

Order Confirmation:

Emma receives an order confirmation screen with her order summary and tracking information. She taps "Track Order" to monitor the status of her delivery.

Scene 6:

Order Delivery:

Emma receives her order, and she's thrilled with the quality and presentation of the food. She takes a bite and smiles, satisfied with her TastyBites experience.

Scene 7:

Profile and Order History

Later, Emma logs in to her TastyBites profile to view her order history and update her address. She also discovers new deals and promotions.

Plot:

1. Emma downloads TastyBites and explores the app.
2. She orders food and completes checkout.
3. Emma receives her order and enjoys it.
4. She logs in to her profile to view order history.

Characters: 1. Emma (user) 2. TastyBites (app)

Settings: 1. Emma's home 2. TastyBites app

This narrative storyboard highlights the key features and user experience of the TastyBites app

THANK YOU

TEAM BRAIN STORMERS: (SECTION D)

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