

PERSONA: Current student

USER STORY/SCENARIO: Using "Ask Cocky!"



A student at USC is having financial aid issues and needs help



They talk to financial aid, bursars, and advising but keep getting different answers



They go to the USC website looking for answers and a clear solution



They go to "Ask Cocky!" to figure out a solution



Ask Cocky gives specific step by step instructions on where and who they need to talk to



Now with insight into the processes of USC they understand how to solve their problems!

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PROJECT/TEAM:

DATE:

STORYBOARD: UNCG.EDU/USC.COM