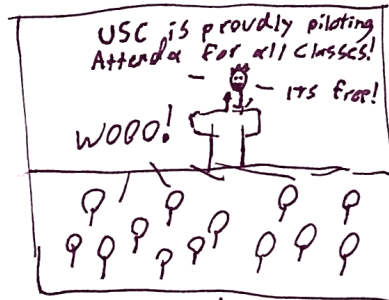
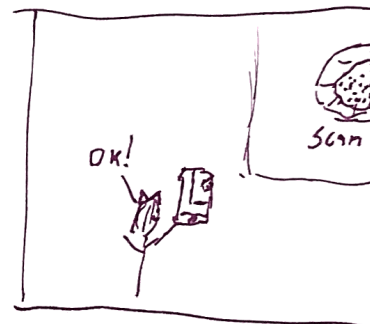




Charles is broke. He had to buy an I clicker for attendance this year and couldn't afford mcChicken after. This made him sad :/



Next year, the school pilots a new attendance program, which is free! Charles is optimistic.



Charles scans the device a super advanced moving security, and is counting attendance!



With all the money he saved from not buying silly subscriptions for attendance, Charles can now comfortably enjoy a mcChicken! Go Charles!

Storyboard

Persona: Charles Chi
White Jr: Br
college stud

Scenario: Charles struggles to afford a because he wasted all his money on an.

By: Eric

Storyboard Persona: Mark Smith

Scenario: Mark's journey to earning passive income



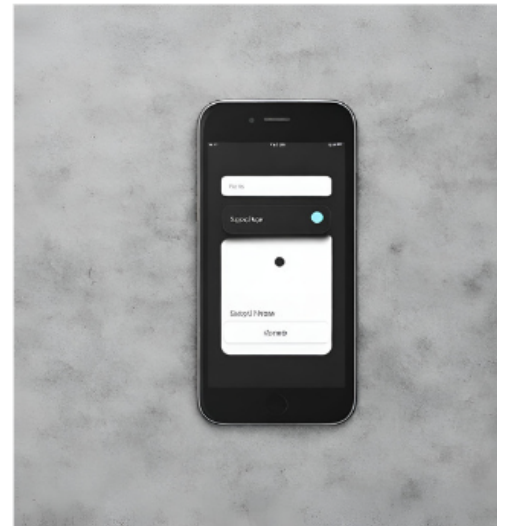
Mark is tired of spending so much time at the office, and is looking for ways to spend more time with his family



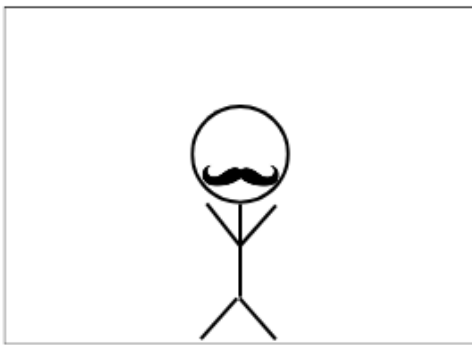
Mark begins researching different ways to earn income to supplement his not working as



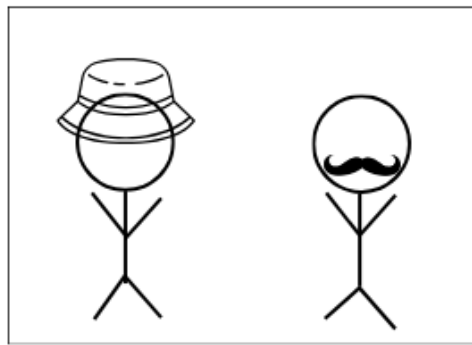
Mark begins investing in a startup app that he believes has potential to give great returns. He also advises the startup



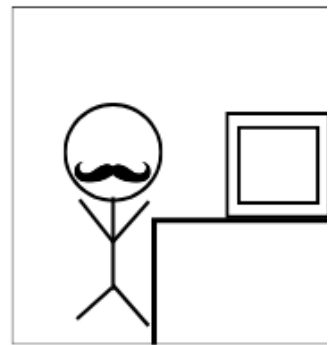
The first stages of the app is beginning to come together, and small testing has



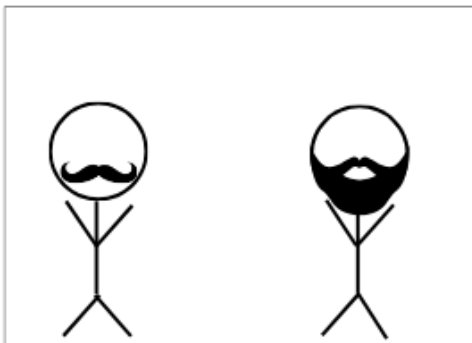
Ordinary Advisor is an academic advisor
at the University of South Carolina



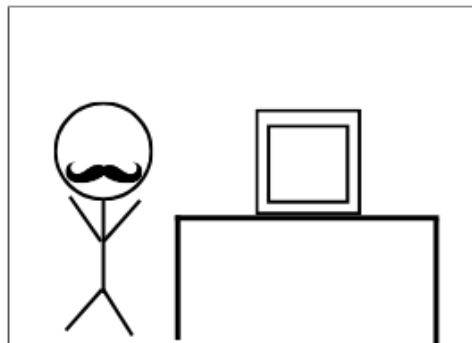
Ordinary Advisor always gets asked by students
to advise them for classes with no attendance policy



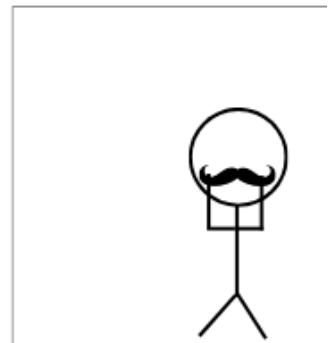
Ordinary Advisor sees an ad for a
new app meant for college courses



Ordinary Advisor meets with some of the
University staff to talk about the new attendance app



Ordinary Advisor sees the university implemented
the new app into courses



Ordinary Advisor celebrates that
the university implemented the new app into the

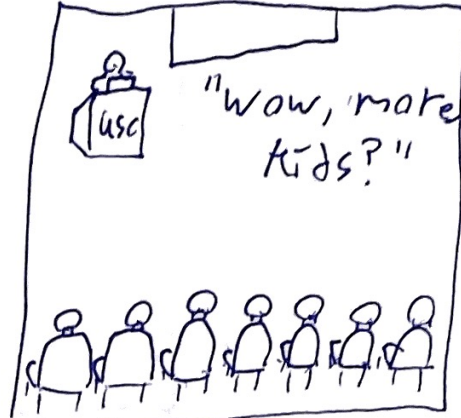
Storyboard

Persona: Professor Kolodziej
computer science

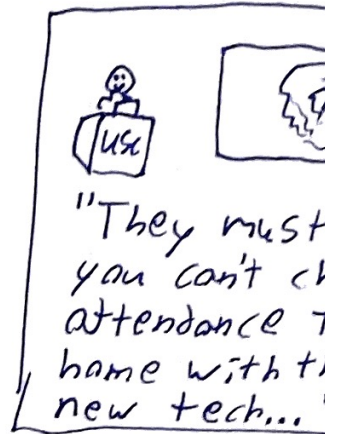
Scenario: Students attend class amidst new attendance



Professor K waits for his students to arrive, expecting the usual 50-70% skip rate



As more and more students show up, Professor K is stunned



The new attendance app and its user interface and non-explicit back end motivate students to attend



Professor K realizes nobody skipped, and now nobody will miss any important CS information!

Jonay goes to school to find out how the new attendance app works. They said it should be simple enough for every student to use.



Jonay asks her classmate to help her figure out how to use the app. She eventually checks in for her math class.



Jonay talked to her teacher, Mrs. Harth, to make sure she could see that she checked into the class.



Jonay walks home thinking about how easy it was to check in to all her classes for attendance.

