

Persona: Bailey McCoy

Scenario: FOMO



"I wonder what my friends are up to!"



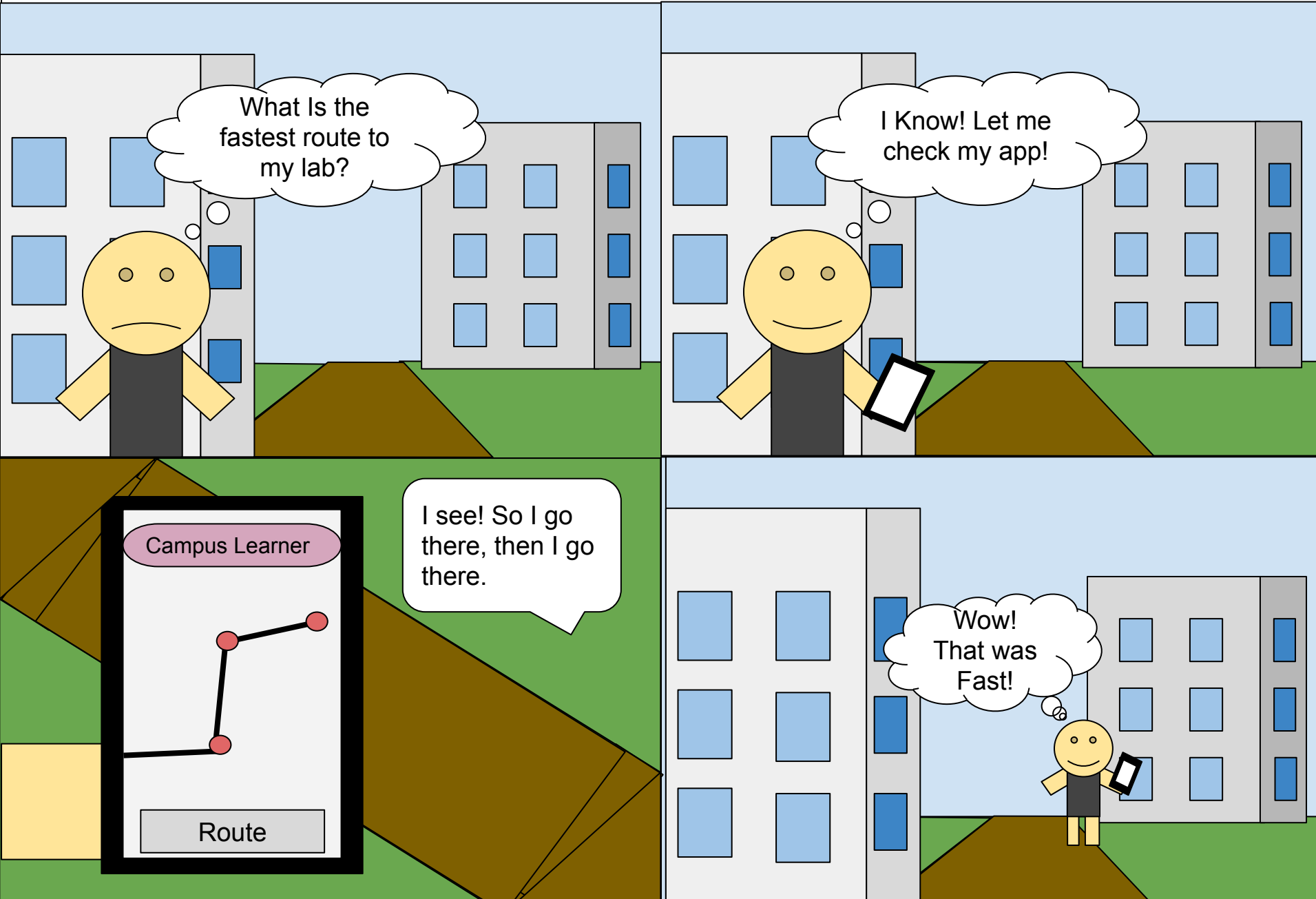
"There's an app that allows me to learn about local landmarks? And everyone is on it except for me? I feel so left out"

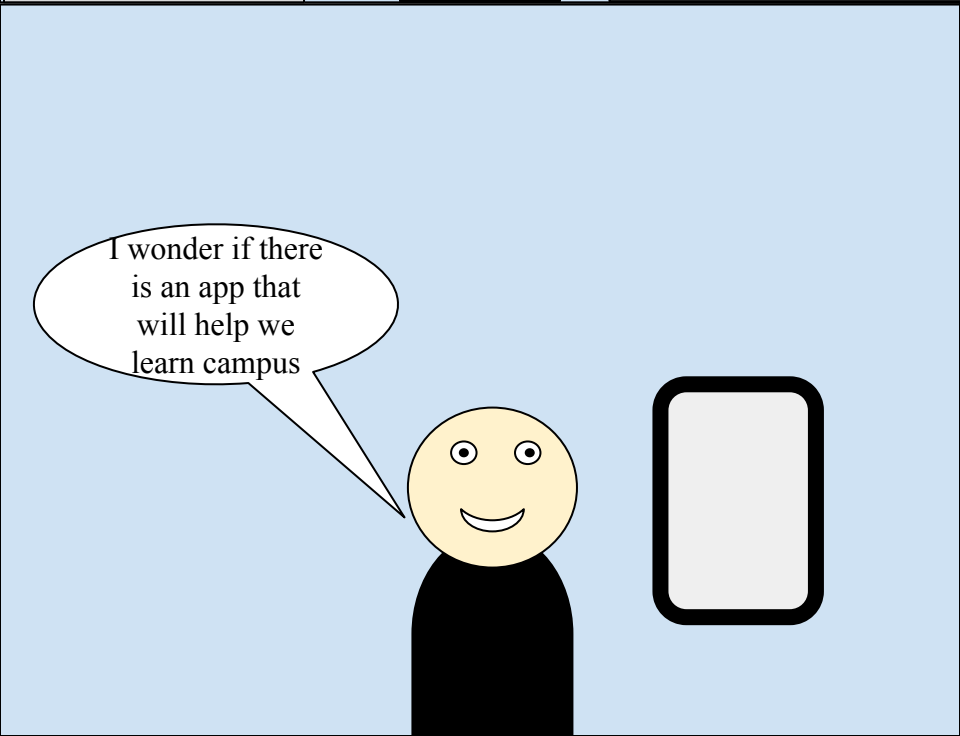
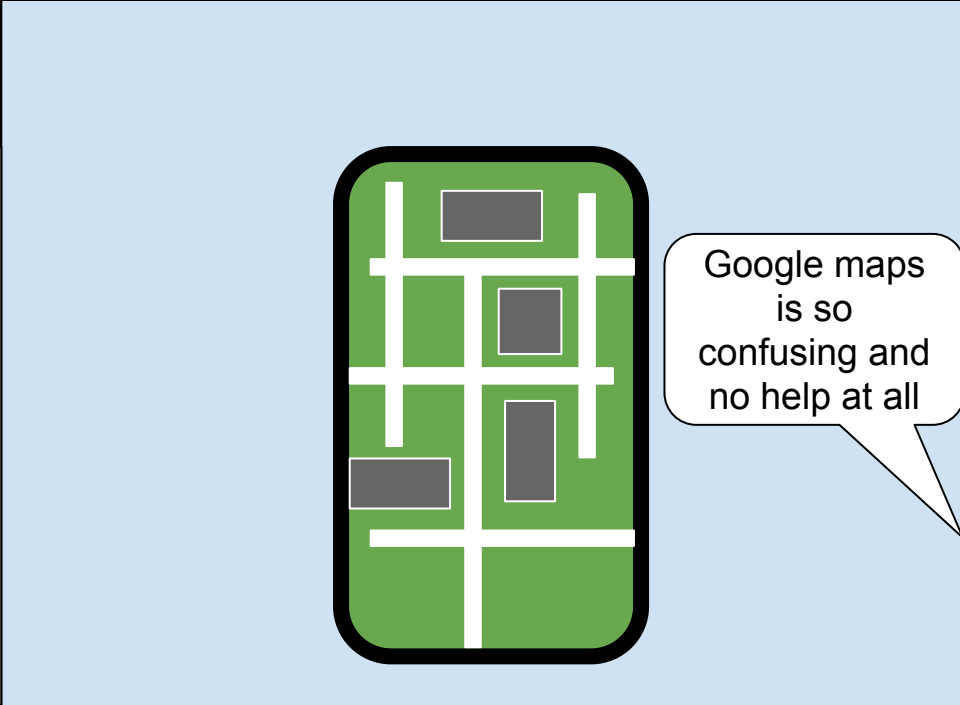
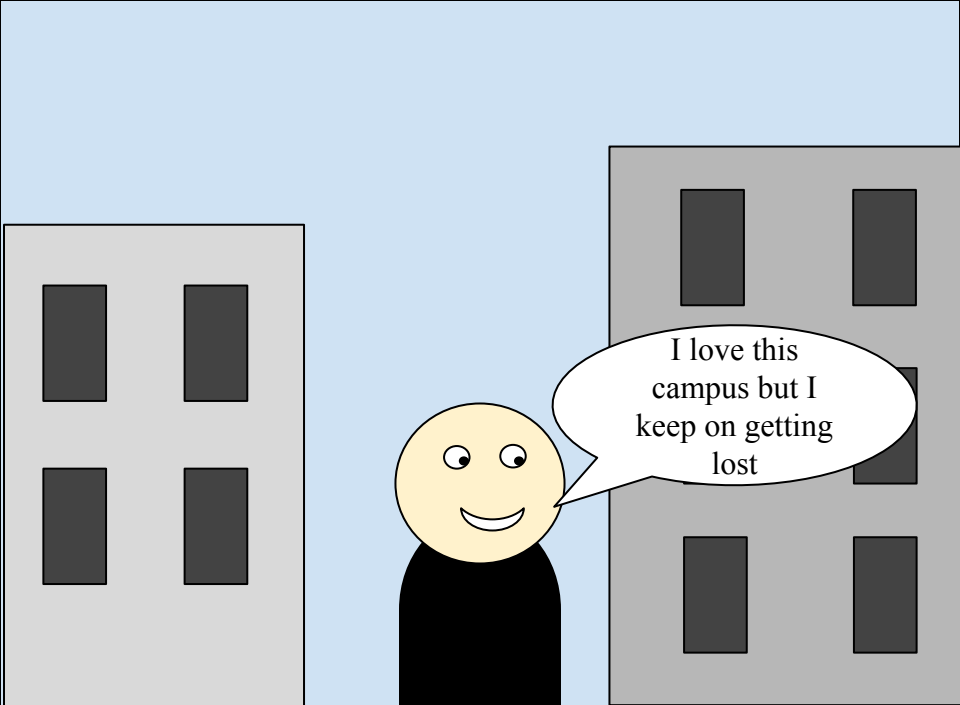


"Well now that I know, I can download it!"



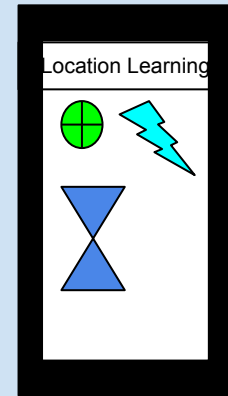
"Wow, I love this sense of connection with my peers and increased knowledge of my area!"



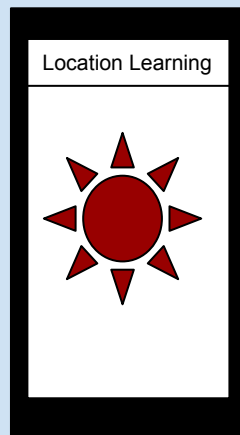


I wish i knew  
ways around  
campus without  
having to look  
them up.

I'll check out the app  
store to see if there  
are any apps that  
can help me learn  
this campus



Wow look this app  
will do some simple  
quizzing to help me  
slowly but surely  
learn this campus



Yay Now i can learn  
this campus and I'll  
know it like the back of  
my hand