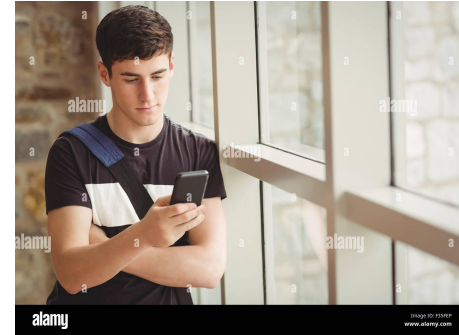
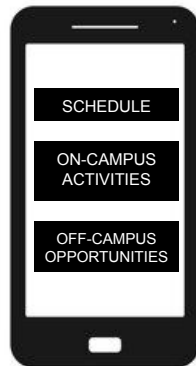




Alex went to the library to study for his next exam, but he just couldn't remember something. He knew there was something important he was forgetting, but he couldn't figure it out, and it was costing him time he could be studying.



Trying to find a solution, he finds our schedule planner online and signs in using his school details. He just wanted to quickly use it to get his mind off of this so he could concentrate again.



He is surprised by the amount of things that he can use the app for, and is able to quickly find out about a lot. He also finds out what he was forgetting: he had a homework assignment that was due in a few hours.



With his focus shifted, he is happy that he now remembers what he needed to do and is able to get started working on it.



Emma is invited
by Alice to a
party on Friday
night



Emma knows her
Friday nights are usually
free, so she agrees to come and
to bring drinks



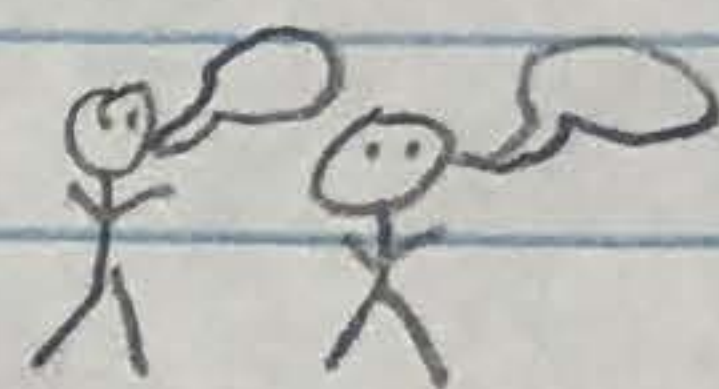
Emma adds the
party to her
calendar



Her phone dings, reminding Emma
about the shift on Friday
evening she agreed to pick up



Emma checks her
schedule and sees
her shift ends at 10

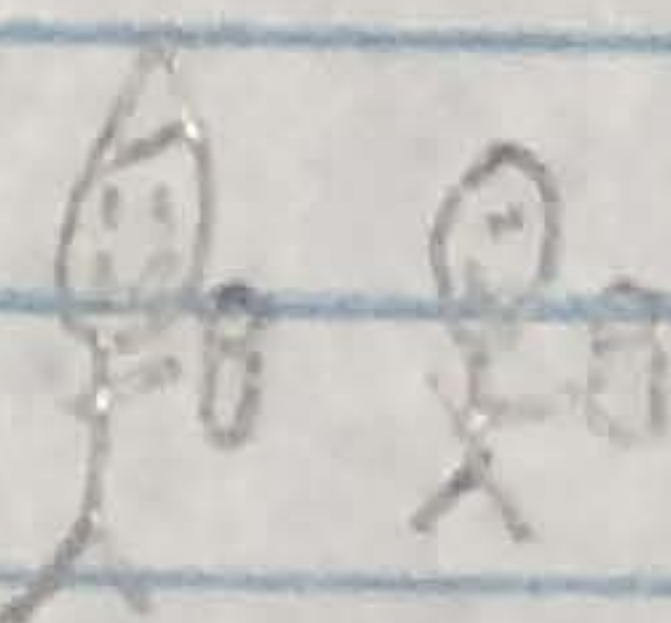


Emma catches up to Alice and
lets her know she'll be late to
the party



Seeing she can sleep in
on Saturday, Emma
offers to give some people
rides home instead of bringing drinks

Friday



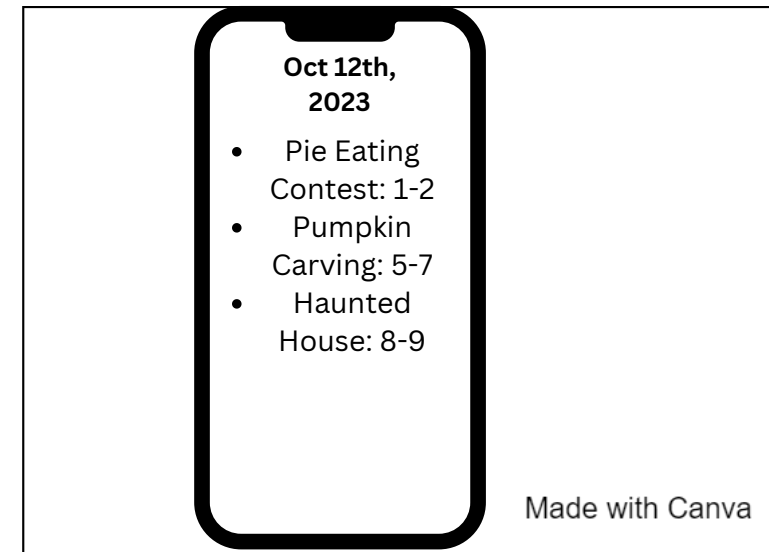
Emma goes to the party after work
grabs a soda, and has a great time

Persona: Madison Newall

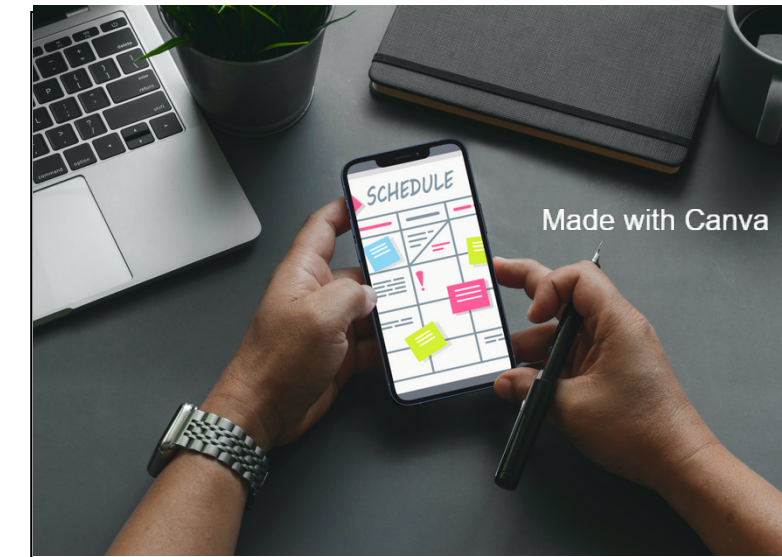
User Story/Scenario: Madison wants to find something to do with her friends



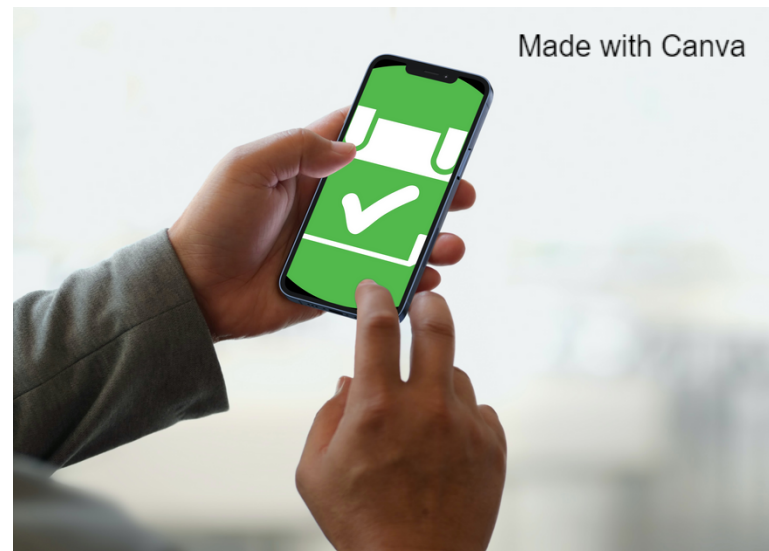
Madison wants to spend time doing something fun with her friends on campus



She opens our app and looks at events that are happening that day.



She uses the app to compare the event times to her schedule.



She finds a pie eating contest on the list and schedules it for when she has time.



She and her friends go to the contest and have fun.

