

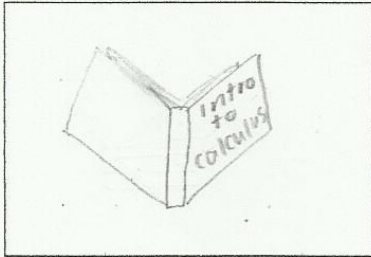
PERSONA:

DAVID

USER STORY/SCENARIO:

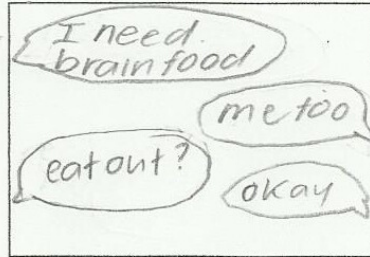
STUDENT
DEALS

1



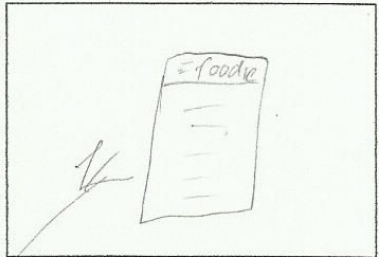
David and his friends have had long day at uni.

2



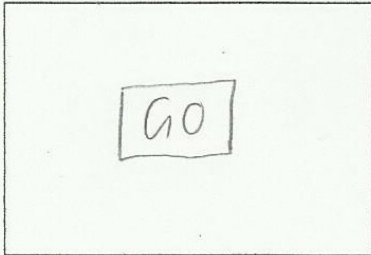
They decide to eat out for cheap tuesday

3



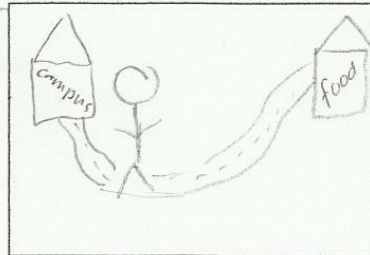
Opens up the app

4



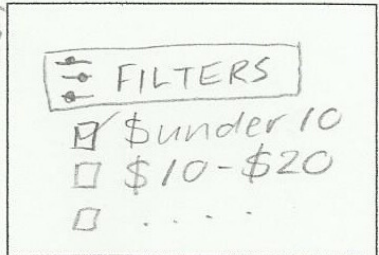
Doesn't care about any of the filters on first page.

5



Wants somewhere near campus, walking distance

6



Filters by under \$10

PAGE # 1 PROJECT/TEAM: FOODIE

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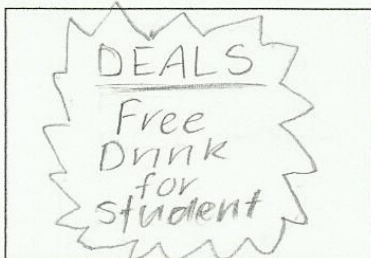
PERSONA:

DAVID

USER STORY/SCENARIO:

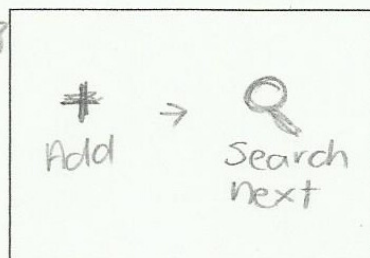
STUDENT
DEALS

7



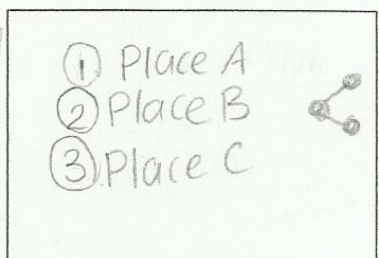
Selects a place and look at deals

8



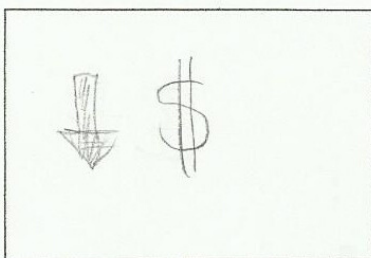
Adds to compare list and searches again & again

9



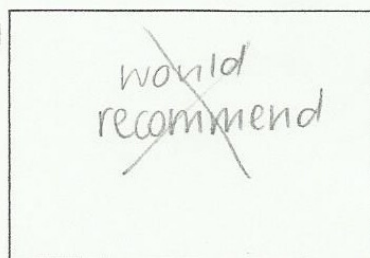
Sends list with 3 options to his friends

10

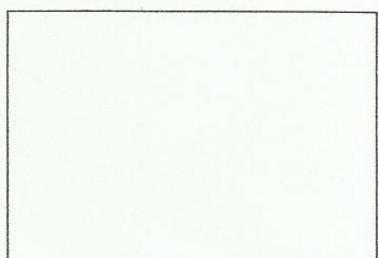


They decide on the one with best price/deal

11



Doesn't care about recommending



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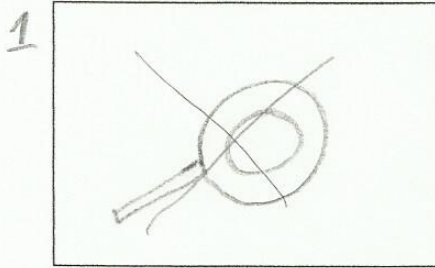
DATE:

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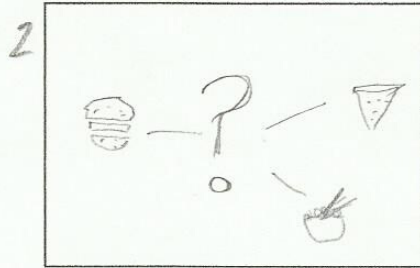
PERSONA: JESSICA

USER STORY/SCENARIO:

HUMP
DAY



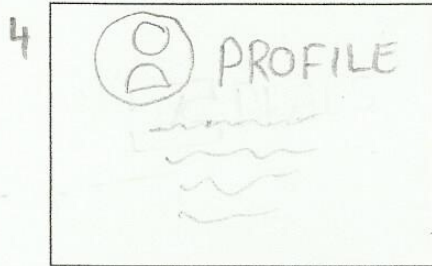
It's Wednesday
and Jessica doesn't
want to cook



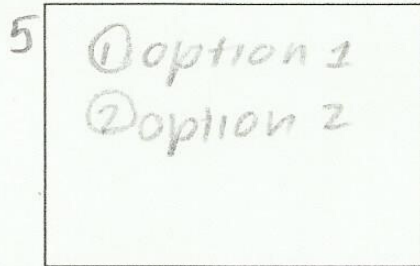
Not sure what
she feels like



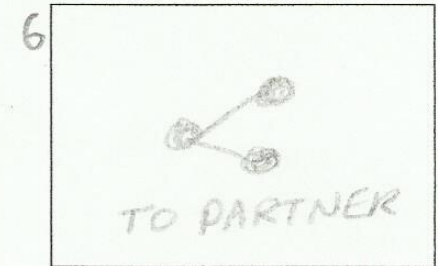
Wants to see
Wednesday deals
of favourites.



Looks at list
of favourites on
profile



Adds places
with Wednesday
deals to list



sends list
to partner

PAGE # 1 PROJECT/TEAM: FOODIE

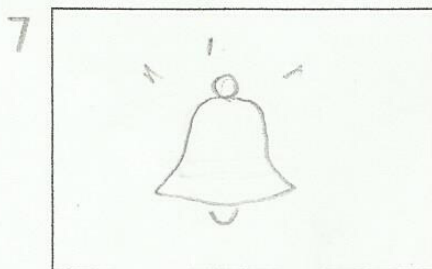
DATE:

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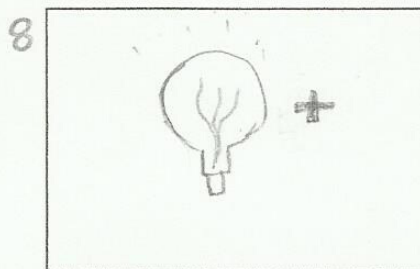
PERSONA: JESSICA

USER STORY/SCENARIO:

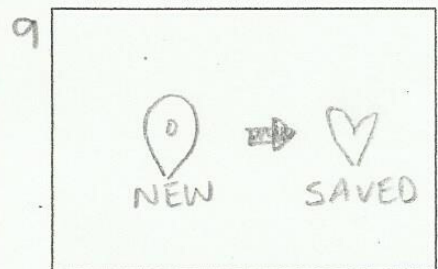
HUMP
DAY



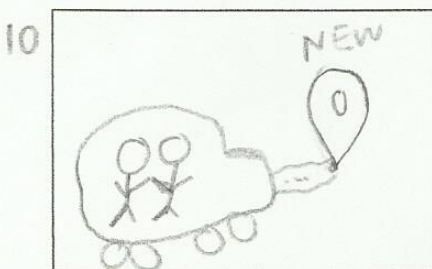
Partner looks
at list on app



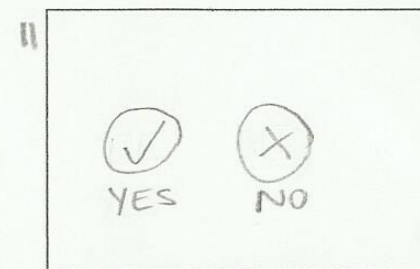
Reminded of
new place and
adds to list



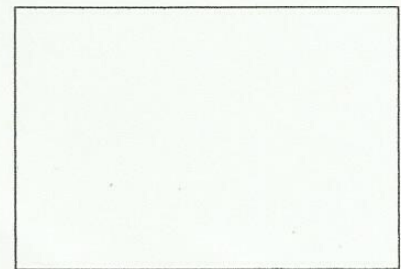
Jessica likes look
of new place and
saves for later



Go to new place
together



Recommends
afterwards



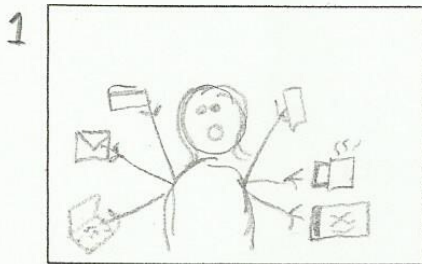
PAGE # 2 PROJECT/TEAM: FOODIE

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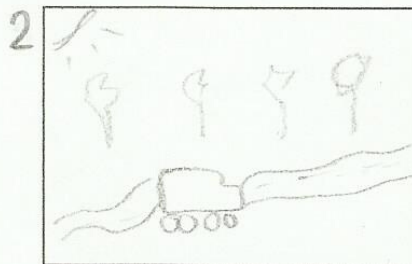
STORYBOARD NNGROUP.COM

PERSONA: SOPHIE

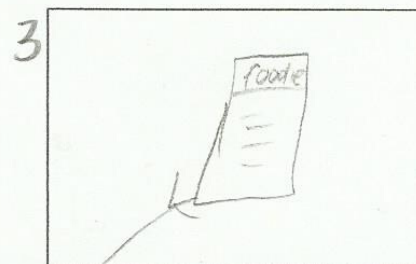
USER STORY/SCENARIO: BUSY PLANNER



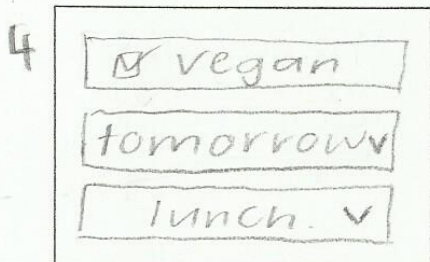
Sophie has a busy day tomorrow.



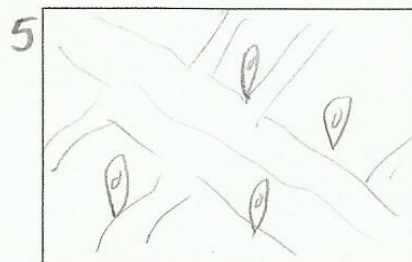
She will be travelling so needs to eat out.



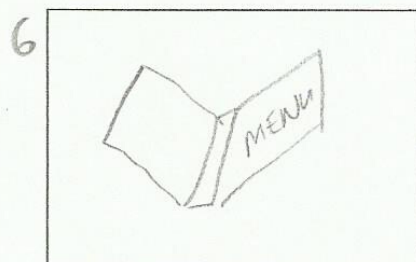
Opens the app.



selects vegan & tomorrow from filters



Looks at area she will be for lunch.



selects an option and looks at menu.

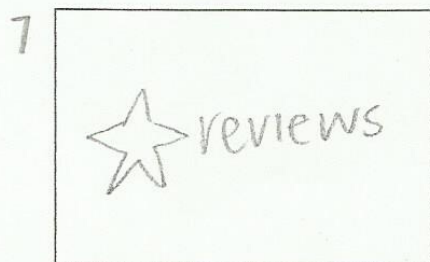
PAGE # 1 PROJECT/TEAM: FOODIE

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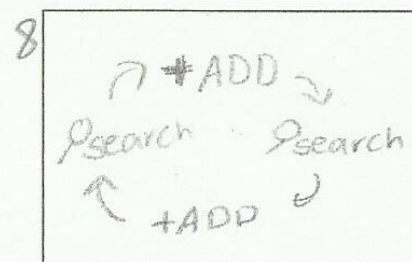
STORYBOARD NNGROUP.COM

PERSONA: SOPHIE

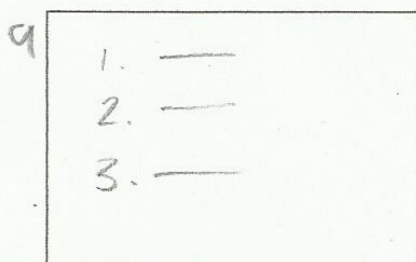
USER STORY/SCENARIO: BUSY PLANNER



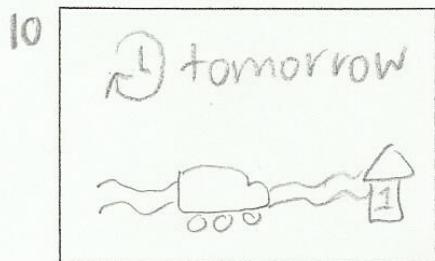
Looks at reviews from everyone



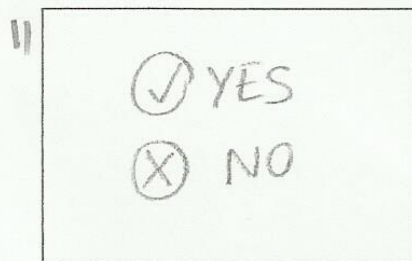
Adds to list and searches again & again



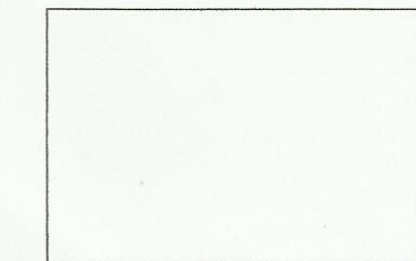
Now has list ready for tomorrow



It's tomorrow and she is close to option 1



Recommends afterwards



PAGE # 2 PROJECT/TEAM: FOODIE

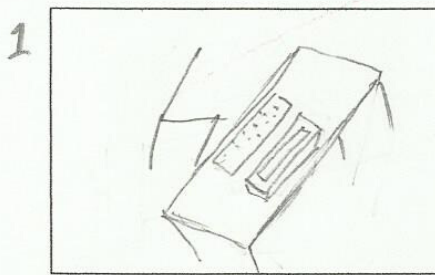
DATE:

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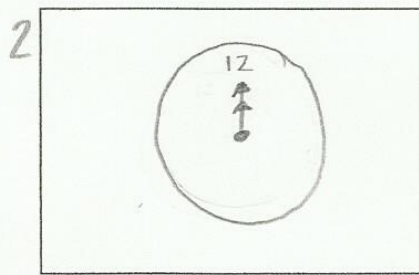
PERSONA: **MATT**

USER STORY/SCENARIO:

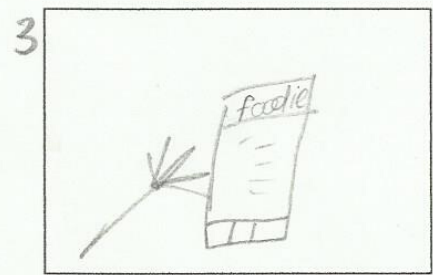
**LUNCHTIME
AT WORK**



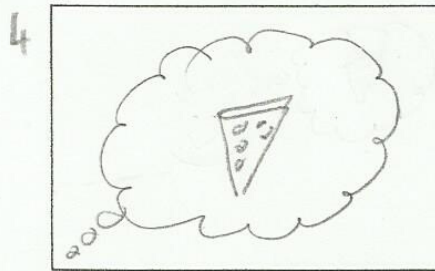
Matt is at work



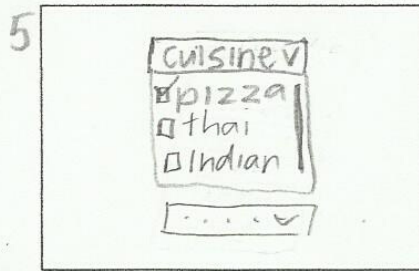
It's lunch time



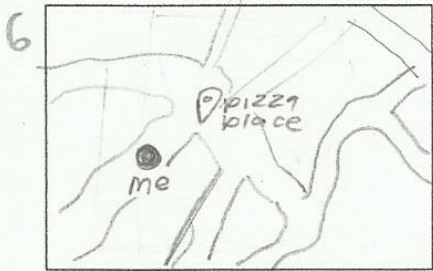
Opens the app



Matt is craving
pizza



Filters by pizza
on first page
only



Chooses somewhere
nearby

PAGE # 1 PROJECT/TEAM: **FOODIE**

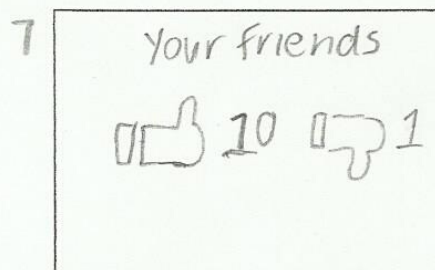
DATE:

STORYBOARD NNGROUP.COM

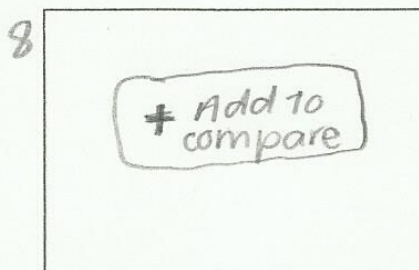
PERSONA: **MATT**

USER STORY/SCENARIO:

**LUNCHTIME
AT WORK**



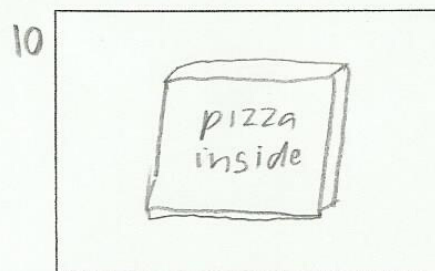
Looks at friend
recommendations



Adds to compare
list



Happily with
this option



Buys pizza
with friends



Rates afterwards
when reminded

PAGE # 2 PROJECT/TEAM: **FOODIE**

DATE:

STORYBOARD NNGROUP.COM