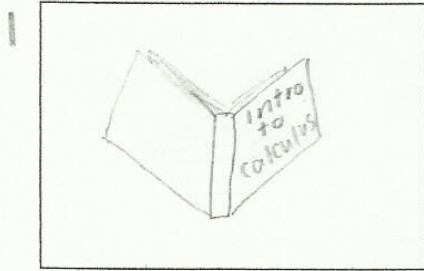
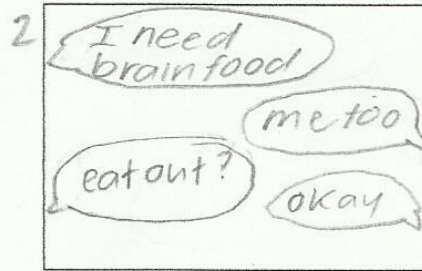
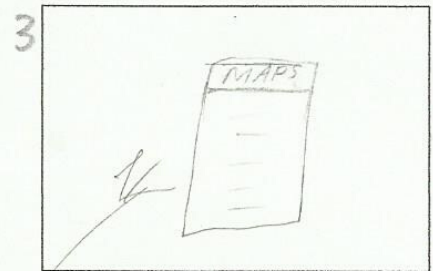


STUDENT
DEALS

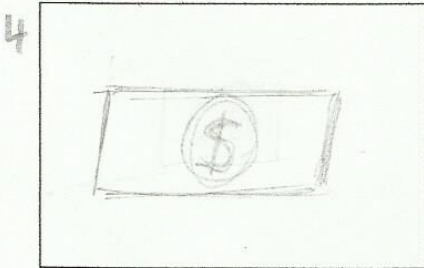
David and his friends have had long day at uni.



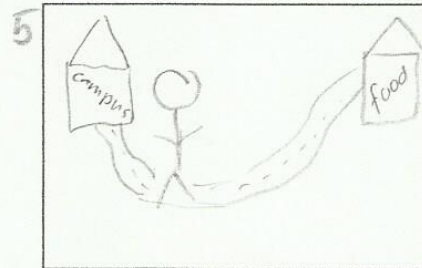
They decide to eat out for cheap tuesday



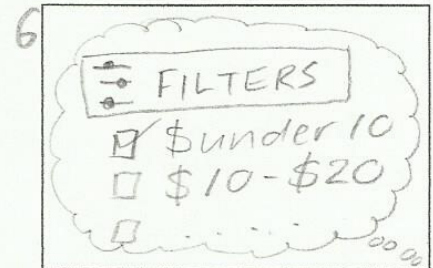
Opens up Google Maps



Only cares about options that are cheap AND



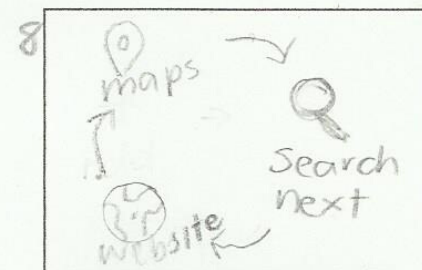
Wants somewhere near campus, walking distance



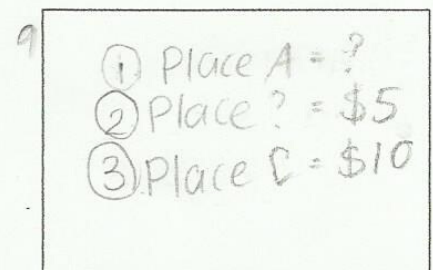
Wants to filter by price but no option.....

STUDENT
DEALS

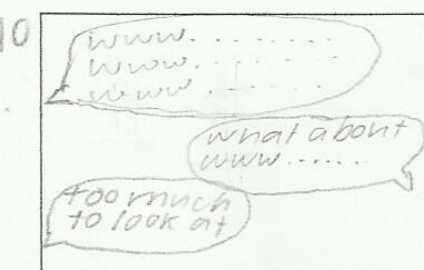
Selects place then directed to external website to see deals



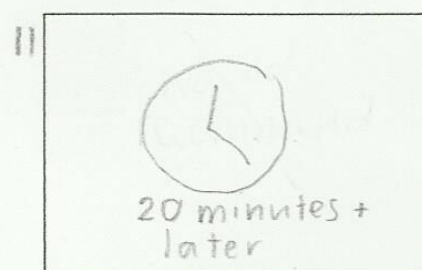
Back to maps, select another, sent to website, repeat



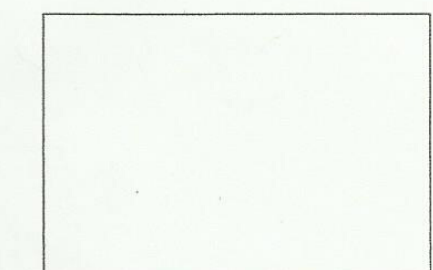
Tries to remember which places and what deals



Sends list of links for friends to look through



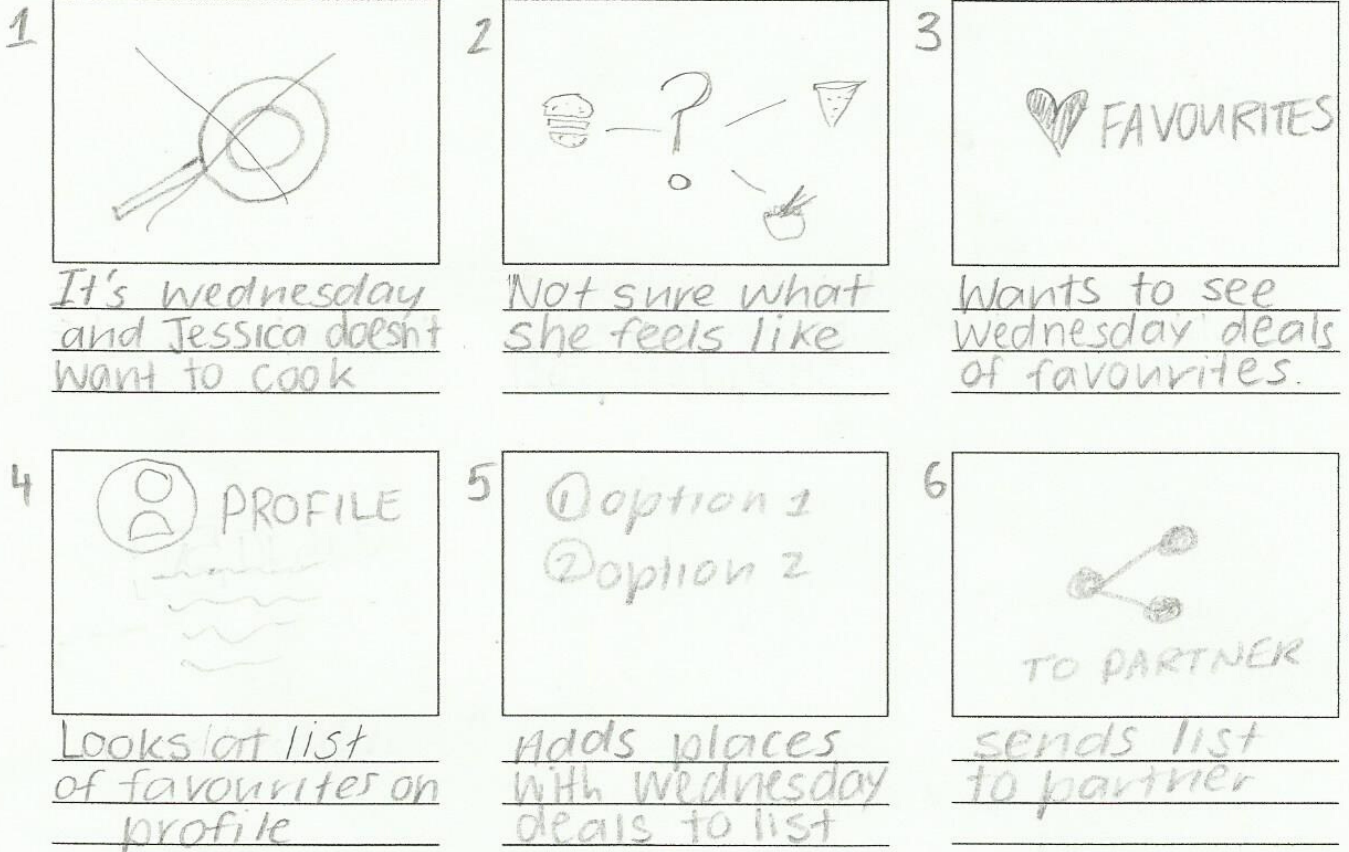
Finally choose an option and go there



PERSONA:

JESSICA

USER STORY/SCENARIO:

HUMP
DAY

PAGE # 1

PROJECT/TEAM: FOODIE

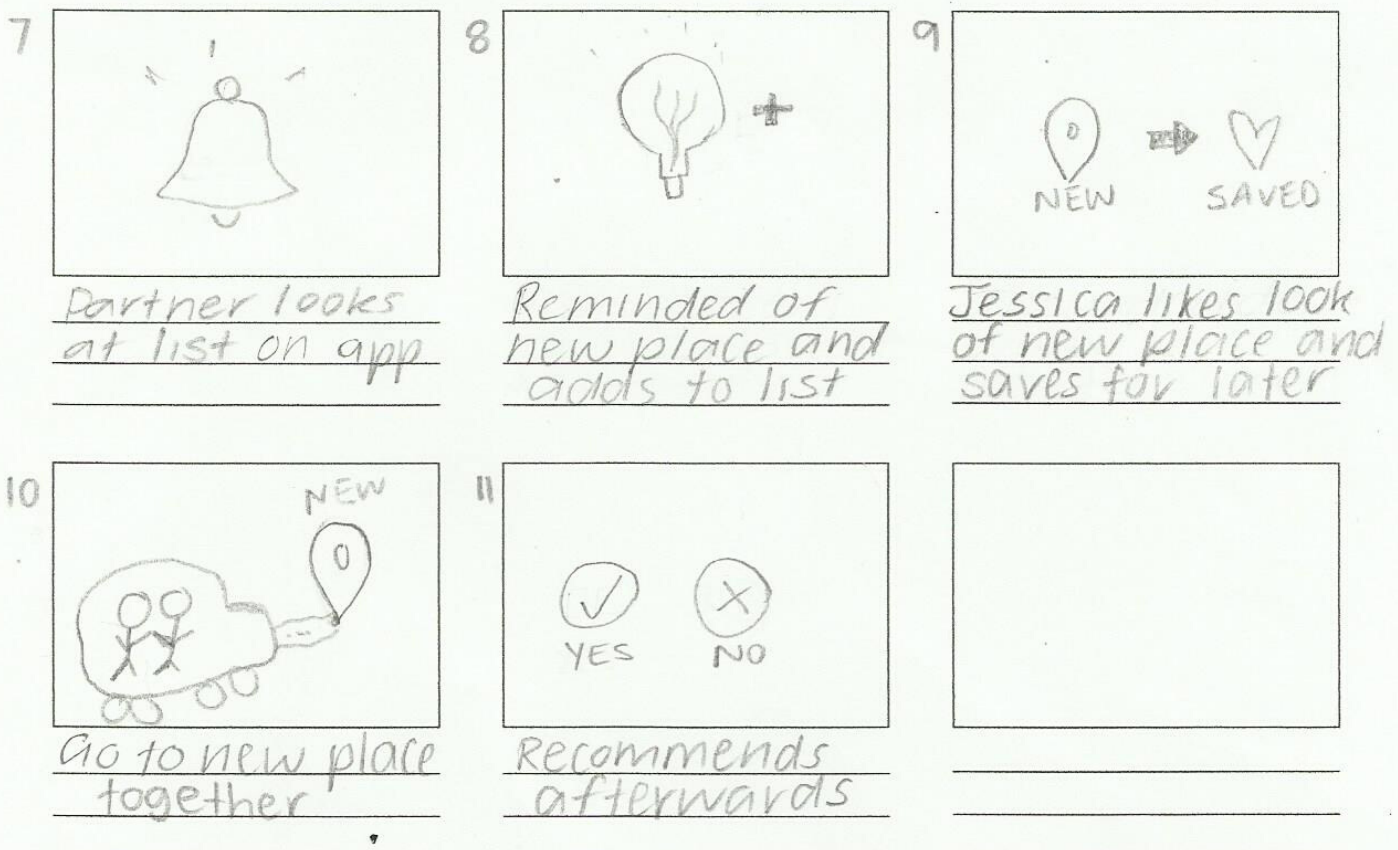
DATE:

STORYBOARD NNGROUP.COM

PERSONA:

JESSICA

USER STORY/SCENARIO:

HUMP
DAY

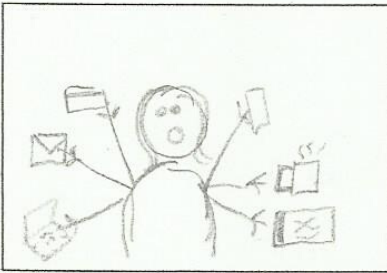
PAGE # 2

PROJECT/TEAM: FOODIE

DATE:

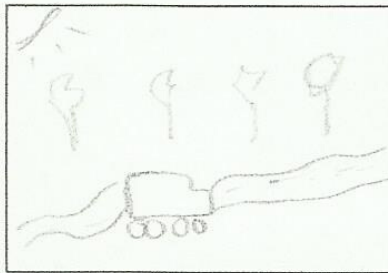
STORYBOARD NNGROUP.COM

1



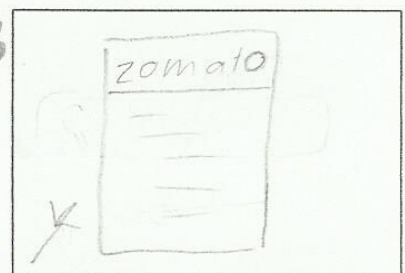
Sophie has a
busy day
tomorrow.

2



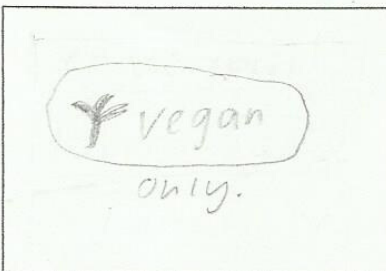
she will be
travelling so
needs to eat out.

3



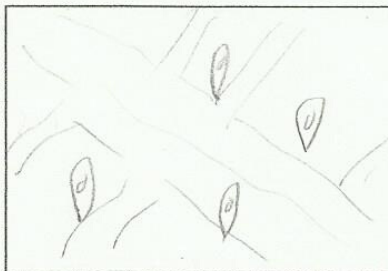
Opens zomato
app.
(has menus)

4



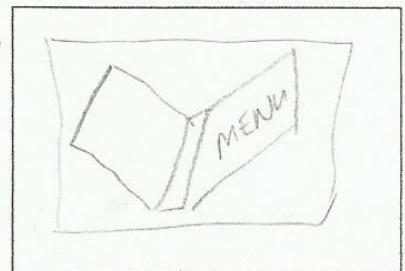
search for
restaurants
labelled vegan.

5



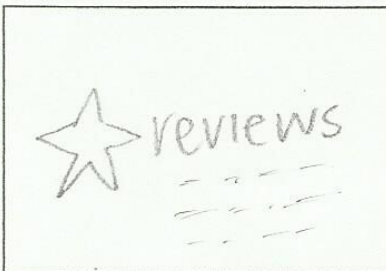
Looks at area
she will be
for lunch.

6



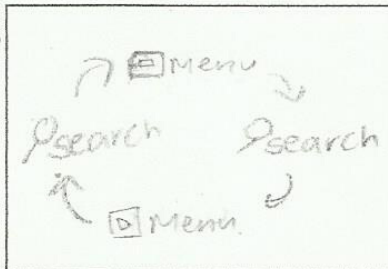
selects an option
and looks at
image of whole menu.

7



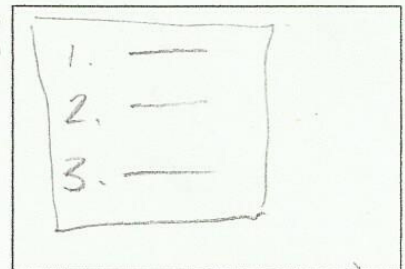
Looks at reviews
from everyone
(lots to read)

8



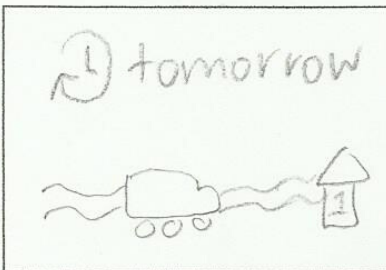
Goes through
list looking at
options, again.

9



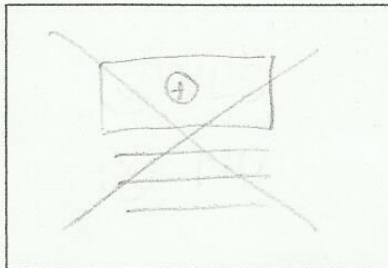
Needs to write
list of options
in diary.

10



It's tomorrow
and she is
close to option 1

11

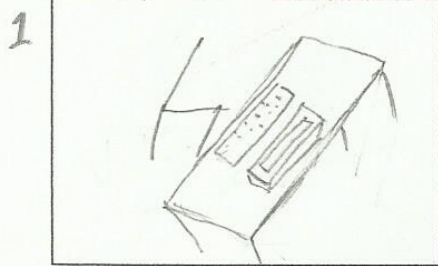


Too busy to
leave review
later.

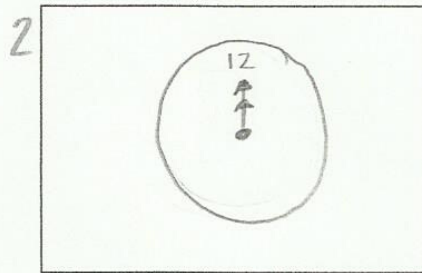
PERSONA: **MATT**

USER STORY/SCENARIO:

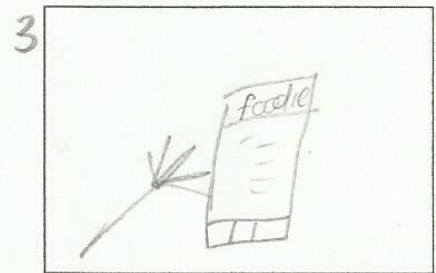
**LUNCHTIME
AT WORK**



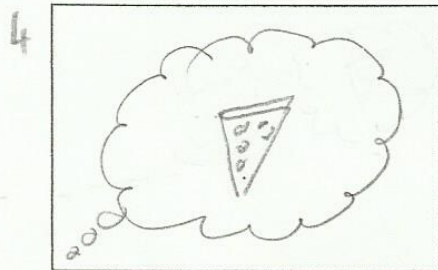
Matt is at work



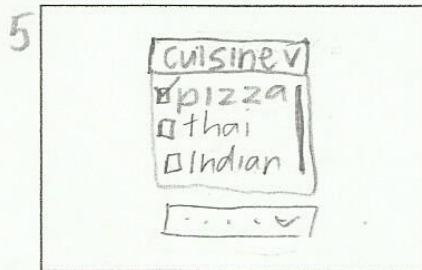
It's lunch time



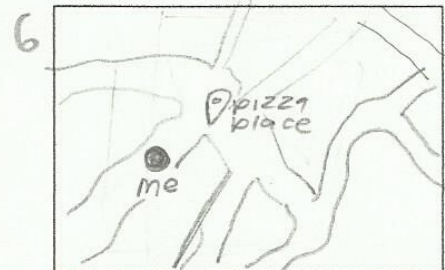
Opens the app



Matt is craving
pizza



Filters by pizza
on first page
only



Chooses somewhere
nearby

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

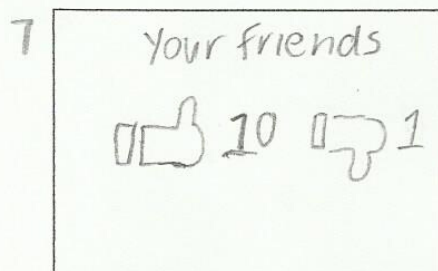
DATE:

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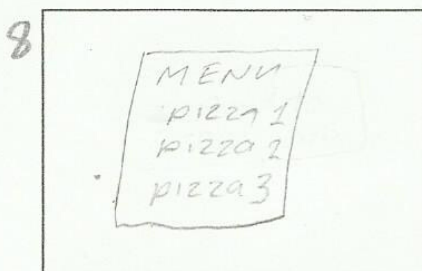
PERSONA: **MATT**

USER STORY/SCENARIO:

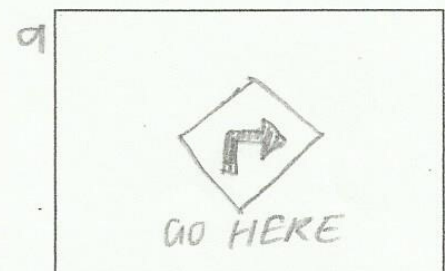
**LUNCHTIME
AT WORK**



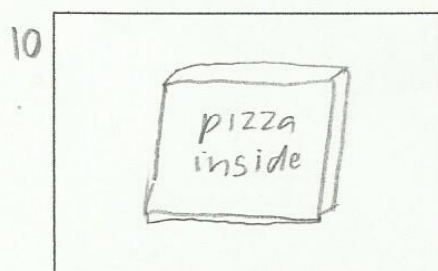
Looks at friend
recommendations



Checks place
has pizza on
menu.



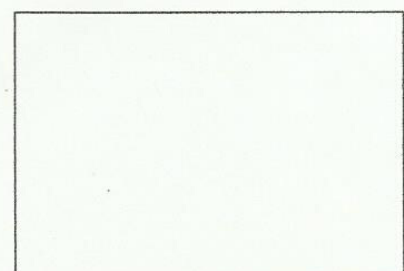
Happy with
this option



Buys pizza
with friends



Rates afterwards
when reminded



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

DATE:

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