STORYBOARD

■ Use this template to communicate quickly the story of how a user discovers, interacts and experiences your proposed solution.

IDEA NAME

---

1 DESCRIPTION

1. Discovery (How the user finds out about the app)
Description:
John, a busy professional, struggles to find time for grocery shopping. While scrolling on social media, he sees an ad for QuickCart, an instant grocery delivery service promising fresh groceries in 30 minutes.

2 DESCRIPTION

2. Interaction (How the user engages with the solution)
Description:
Intrigued, John downloads the QuickCart app. He quickly signs up, browses a user-friendly interface, and adds fresh vegetables, dairy, and snacks to his cart. He selects a preferred delivery time and checks out seamlessly.

3 DESCRIPTION

3. Experience (How the user benefits from the solution)
Description:
Within 30 minutes, John receives a notification that his groceries are arriving. The delivery is fast, and the groceries are fresh. He appreciates the convenience and efficiency.

4 DESCRIPTION

4. Retention (How the user continues to use the solution)
Description:
John loves the service and shares a referral code with his friends. He also subscribes to a weekly grocery plan for hassle-free restocking. The app sends him personalized deals and reminders, keeping him engaged.