Persona

Angie is 35 years old full time working mother. She lives in a city with her husband and two kids. She is healthy conscious, loves to be a mother and gets involved community.

She want s to reduce living costs without scrificing quality.

Scenario

Angie was frustrated when she went to shop groceries from local store. She forgot to bring coupons for the store. One day her frined told her about an online coupon app enable users to get great deals with one click. The app focuses on localize and personalize.
She download the app and use coupons at the grocery store right away.

User Story

• As a user, I want to use online coupons from local stores so that I don't have to bring paper coupons.

• As a user, I want to keep track on my coupons.

Use Cases

User needs to
• Sign up
• Set up the options (location, categories, brands)
• Search deals
• Select deal
• Click or tap on deal what you would like to use