Scenario
for Angie

Angie was frustrated when she went to shop groceries from local store. She forgot to bring coupons for the store. She checked on her wallet, but those coupons are expired. She was trying to remember what coupons left her house? Organic snack for her kids, salad dressing, pasta source, coffee beans… She tried to find a coupon on her mobile phone, but she gave up. Her kids are crying and she was too tired from work. But she knows if she can snag good food for a good deal, it tastes even better.

One day Angie was talking with her mom friend at the park about her frustration. Her friend told Angie about the app recently she downloaded. The online coupon app is focused on localize and personalize your shopping. Angie downloaded the app right away, set up her regular shops and her route to go back to her house, and within a few seconds she will be able to use online coupons with her phone. On the way back to her house, she was able to use an online coupon to buy groceries for dinner.

User tasks

• 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.