

Scenario3 : Rose

Rose went to buy a pair of her tennis shoes in her neighborhood. She tried few pair of shoes and found right one. Rose doesn't mind spend money on her shoes to protect her bad knee even though the pair of shoes costs her over \$200. When she pays for the shoes store clerk asks Rose if she has a coupon. She said no, it is too hassle to keep it, bring it, and use it. The clerk told her about an app to give her a great deal on her purchase. The clerk pushed Rose to download it, but she doesn't. She doesn't like online coupon apps because she doesn't shop a lot. The clerk told her the app will be able to limit only for local store, and also be able to limit for specific items. That sounds okay for Rose, and she download it, gets discount on her purchase right away.

User Words : Using App "GoDeals!"

The store clerk: Have you ever heard of an app called "GoDeals!" ?

Rose: No I have not. I am not interested in, it's too hassle to use those apps.

The store clerk: Actually, it's easy to use. Just a few steps and you will get 15% off of your purchase right away. I will help you.

Rose: If you say so...

The store clerk helped Rose to download an app, and set it up for Rose. It took only a few minutes and she got coupons.

Rose: I need only selected styles or brands. Oh this app is great, I can limit deals from selected stores. I can filter items only I want. And just a few clicks and ready to use.

The store clerk: I told you! Let me scan your coupon, and I will give you 15% discount.

Rose: Oh thank you! This is gerat! I will keep this app.