

Storyboard

Alina Ruff



Barbara is tired of her job and she wants to try a new career rather than retiring. She sees an ad for a career event and decides to sign up but the career events that she's attended in the past were stressful. Barbara is a 'on-timer' type of person, she won't get to her destination super early but she won't be late either. Last time she attended a career fair, the line was ridiculously long 10 minutes prior to starting and she grew angry because she was wasting time by standing in line.



Barbara's best friend relates to her and mentions a new app she heard about. The app allows you to check-in prior to the career event. Barbara decided to download the app and give it a shot.

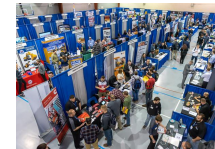


Barbara signed into the app and was pleasantly surprised. In the click of a button, she signed up for a career event and gives her feedback on how to check-in 10 minutes prior through the app. She is so excited to try this app because it could help many people who struggle with long lines like her. This app will allow Barbara to get the fair and appropriate amount of time to talk with each individual at the event.

Check-in Line



Today is the day of the career event, Barbara gets a notification that she can check-in for her career event. She arrives to the event and is blown away by how short the line is. She is thrilled with the seamless check-in process and she is hoping she can find a new job that interest her.



Barbara attends the event and is pleased with how smoothly it flowed. The event was very organized and moved seamlessly. Barbara enjoyed the career event and had great conversations with more people due to the new and improved check-in process.



Barbara got a call about a couple days after the career fair and was ecstatic to hear that she was offered a new job. This job is more flexible, less stress and overall a great fit for Barbara.