

## **Scenario and Storyboard Assignment**

### **Scenario**

[**PERSONA:** Nikia], a 50-year-old mother of two working full time as a Global Director of Payroll and Benefits at Fox Factory [**GOAL:** wants to do a better job of tracking her workouts amidst her busy schedule and find ways to make exercising more engaging and motivating.

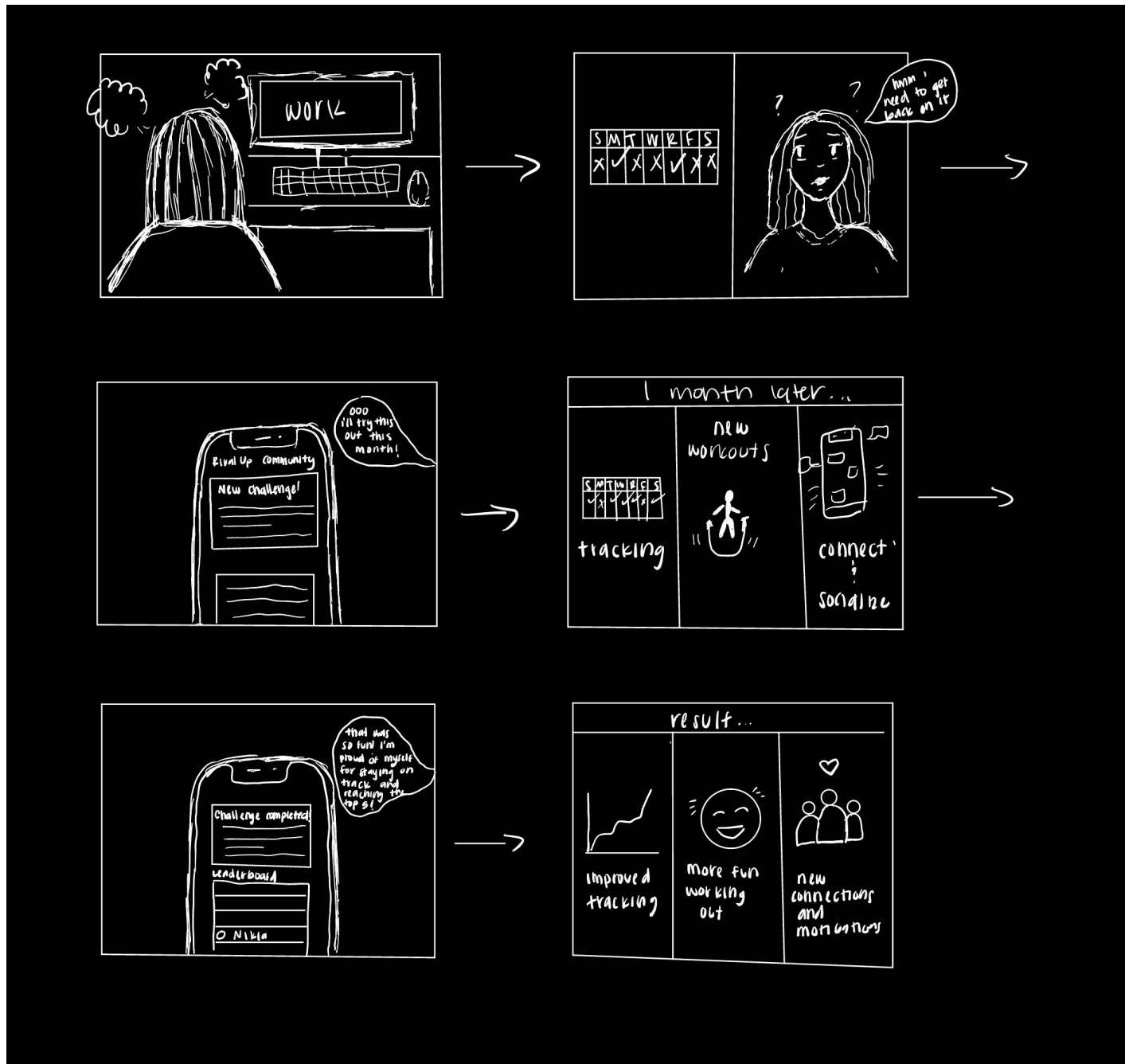
][**CONTEXT:** Due to a busy week at work, she wasn't able to keep up with her normal workout schedule. Feeling down about it, she wants to find a way to get back on track and stay on it.]

[**ACTION:** Nikia opens RivalUp and sees that there will be a new community challenge opening up on Saturday and decides that this time she will push herself to follow and complete the challenge. When Saturday comes around, she starts the challenge and frames her workout schedule around it so that it's more fun and motivating for her to complete her workouts.

Consistently logging her progress each day for the challenge and to earn points towards her profile helps her be better about logging her progress in general even after the challenge is over. She also feels more motivated to continue sticking to the challenge through interacting with and competing with friends she made through the app's discussion board.]

[**OUTCOME:** After she completes the challenge for the month, she feels proud of herself for sticking with it and even though she decides not to participate in the upcoming challenge, she still regularly tracks her progress in the app to earn points towards her profile, keep herself on track, and stay motivated through seeing her quantitative progress.]

## Storyboard



Scene 1: Nikia has been having a busy and frustrating week at work that has been taking up a lot of her time and making her feel demotivated with her other interests.

Scene 2: She realizes that she's been off with her gym schedule and wants to get back on it.

Scene 3: She goes to her RivalUp app and sees that a new monthly challenge has been posted. It seems interesting, so she decides to give it a try.

Scene 4: A month passes by and she really enjoys the challenge! It allows her to get better with tracking her workouts, try out new exercises, and meet new gym buddies online.

Scene 5: After completing the challenge and placing top 5 on the leaderboard, Nikia feels very proud of herself and regains a newfound motivation to keep up with her workouts.

Scene 6: Even if she decides not to participate in next month's challenge, she still holds on to the habit of tracking her workouts, having more fun with her workouts through the app, and keeping up with her new connections when she works out.