

Narrative Scenario

I am a small business owner visiting the Workaround site for the first time. On the homepage, I am presented with an explanation of what Workaround is, why they are superior to their competitors, and what services they offer. The pricing model is laid out on the home page so I can see if their service is affordable for me. I run a small convenience store, and I just recently got a digital system to store sales information, so I need someone to transcribe the receipts I have collected over the past few years into a spreadsheet so it can be entered into the system.

I click on transcription, and I am taken to a page that explains the quality control of their transcription service, with a few use cases for how this service could benefit my business. There are also testimonials from businesses who have used this service, to give the company more reliability. The price was in the range that I was looking for, so I click on "Contact Us".

I am brought to a quick form that asks for my email and a description of what I need. I explain my project, submit it to them, and await my response.