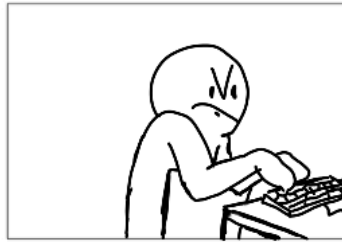


PERSONA: James Bond

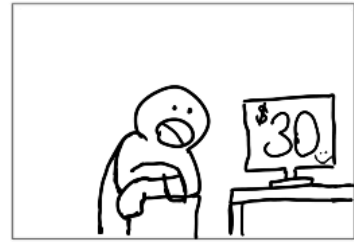
USER STORY/SCENARIO:



James checks the required materials & sees that he needs a \$120 textbook



James begins to search for a cheaper option



Which he finds. He stumbles upon a \$30 rental



James calls customer service to make sure he gets an access code, which he does



James then rents the textbook



James can now access his assignments

PAGE #

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PERSONA: Maria Alvarez

USER STORY/SCENARIO:



Maria is looking for a required textbook that comes w/ an access code



She compare bundle prices + used book, but realizes she needs the access code from a bundle



She searches for ways to make it cheaper



She finds a campus aid



She applies the aid + drops the price



She can now access her material

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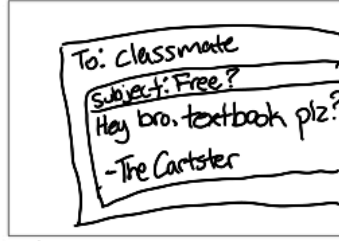
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PERSONA: Elijah Carter

USER STORY/SCENARIO:



Elijah stumbles upon a student textbook exchange site.



He requests a PDF shared by a classmate



He chooses a 60-day rental



A moderator looks over everything



He is then shipped a physical textbook



Now, he can complete assignments

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