



As Benjamin gets ready to leave his dorm for class, he realizes that the time is 8:20 AM. This is 5 minutes later than when he usually leaves his dorm, and he realizes he's going to be late to his 8:30 AM class!



While in the elevator, he opens the app and specifies that he urgently needs to arrive at his destination.



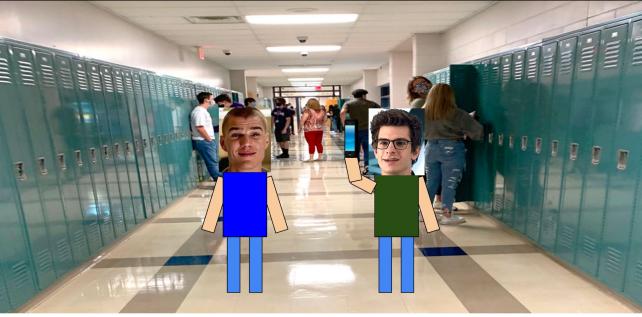
As he briskly walks his route, Benjamin sees that his classmate, Tom, is in the same predicament as he is. By this point, Benjamin is starting to lose hope, and he truly wishes he could get to his class faster



Benjamin then gets an alert from the app telling him that there is a red light ahead, and in order to avoid waiting for the light to turn green, an alternative route is suggested. He decides to take this route since it appears to save him a little time.



Because Benjamin took the new route, he saved about a minute and was able to get to his class at 8:30 AM sharp. Right on time!



Tom approaches Benjamin after class and tells him about how he saw him earlier when they were walking. Tom asks Benjamin how he got to class first, and Benjamin shows him the app!



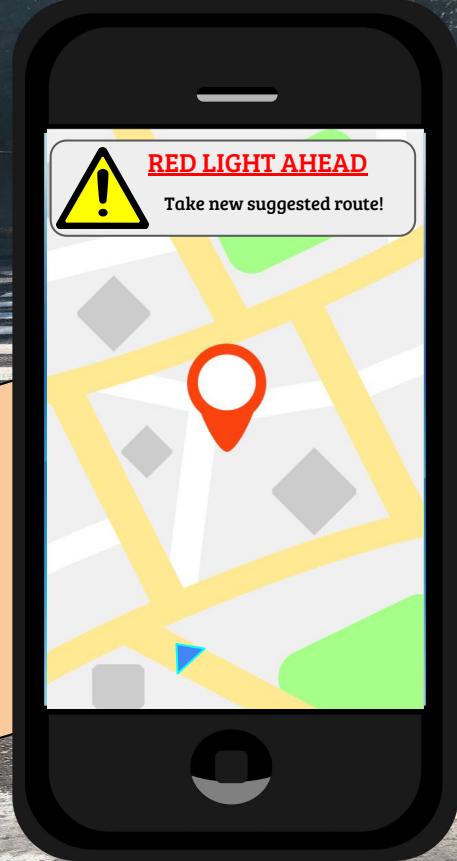
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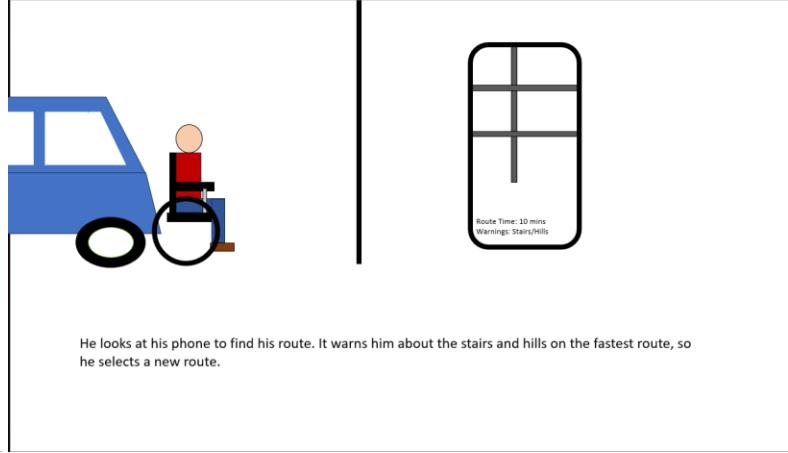
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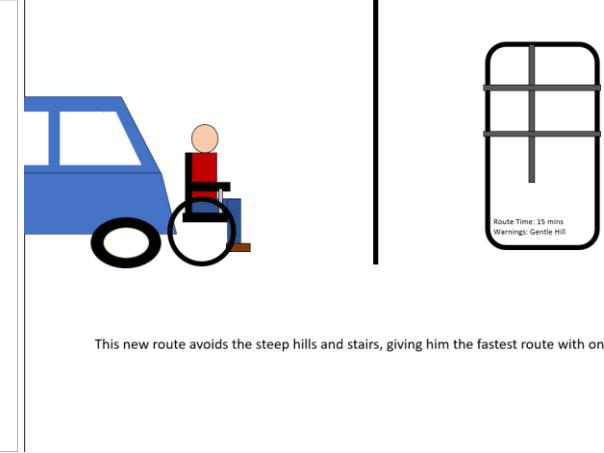
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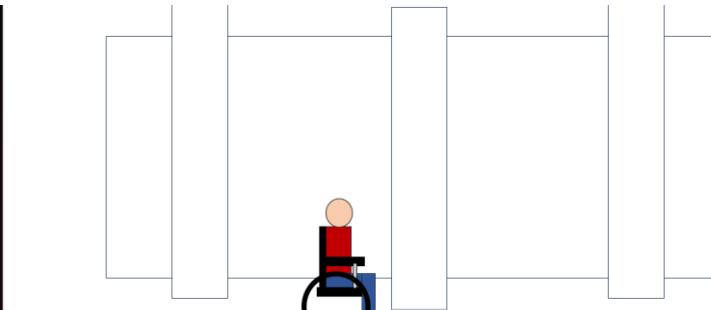
Jake parks his car in a parking lot not near the bank as he goes to work in the morning.

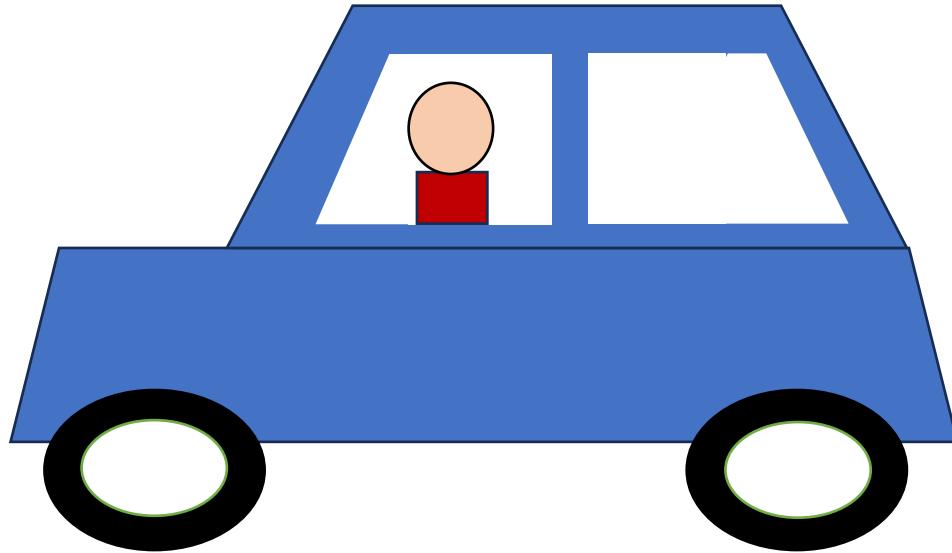


He looks at his phone to find his route. It warns him about the stairs and hills on the fastest route, so he selects a new route.

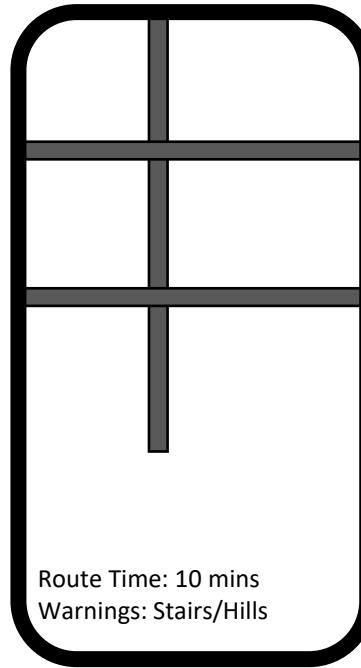
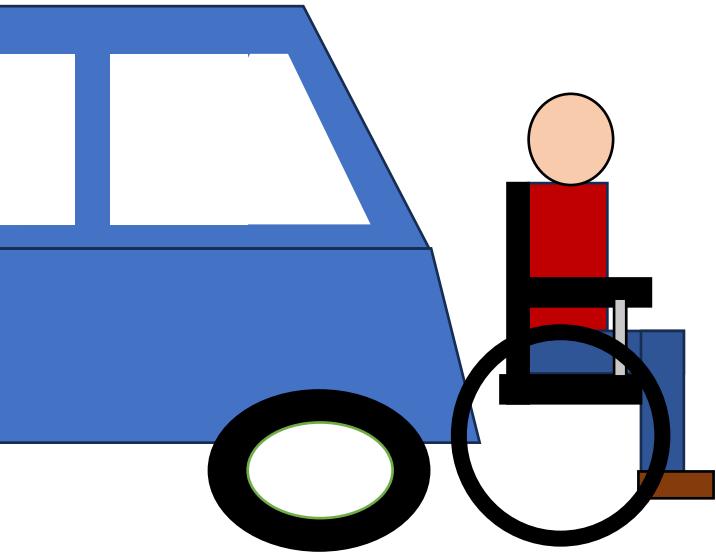


This new route avoids the steep hills and stairs, giving him the fastest route with only gentle hills.

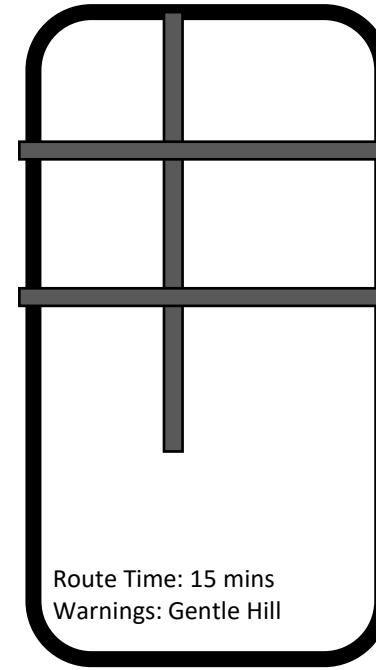
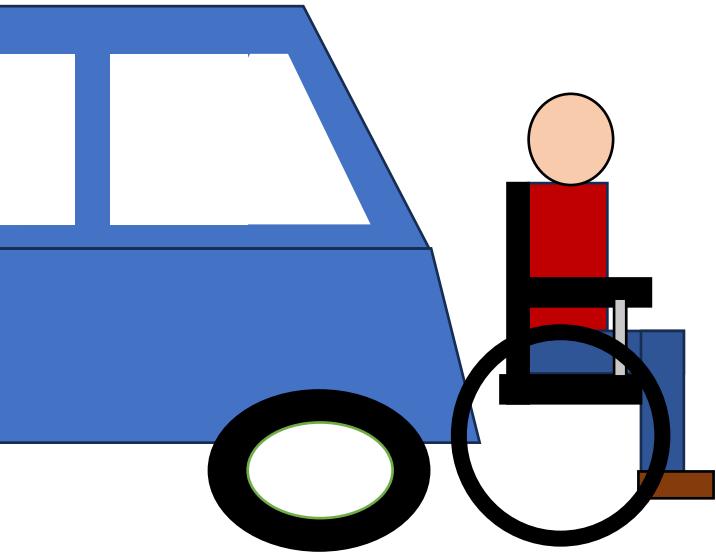




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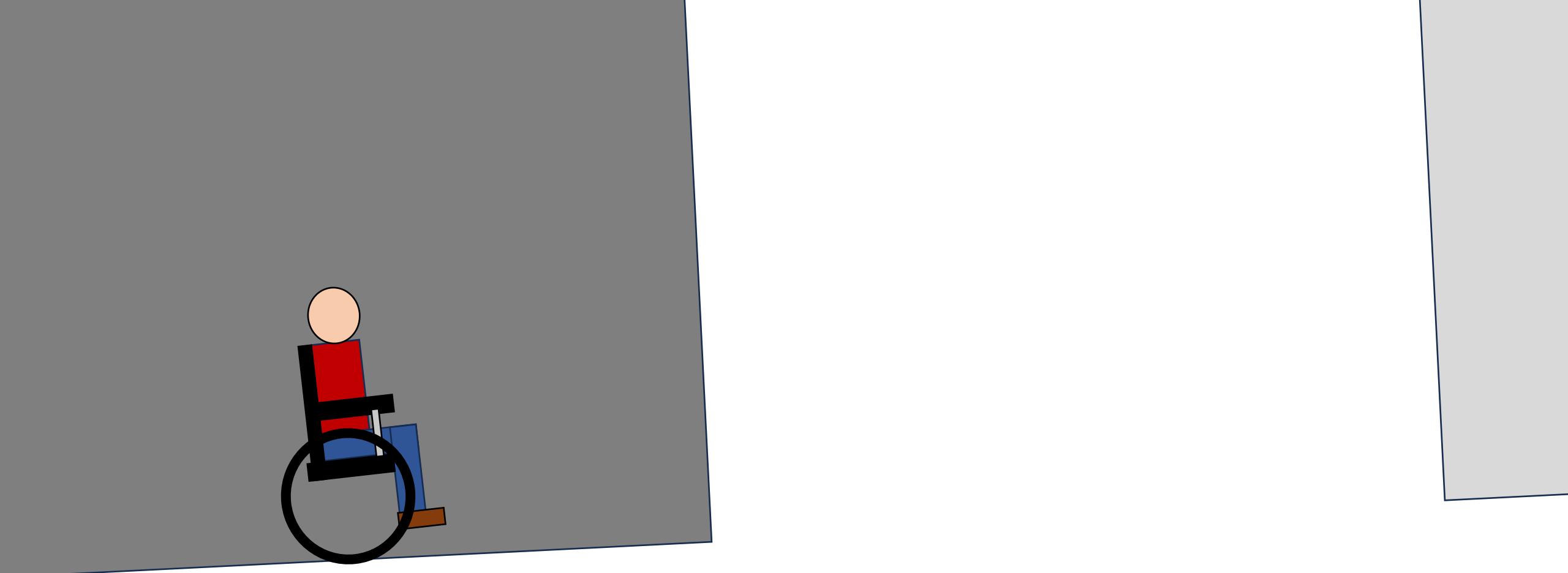


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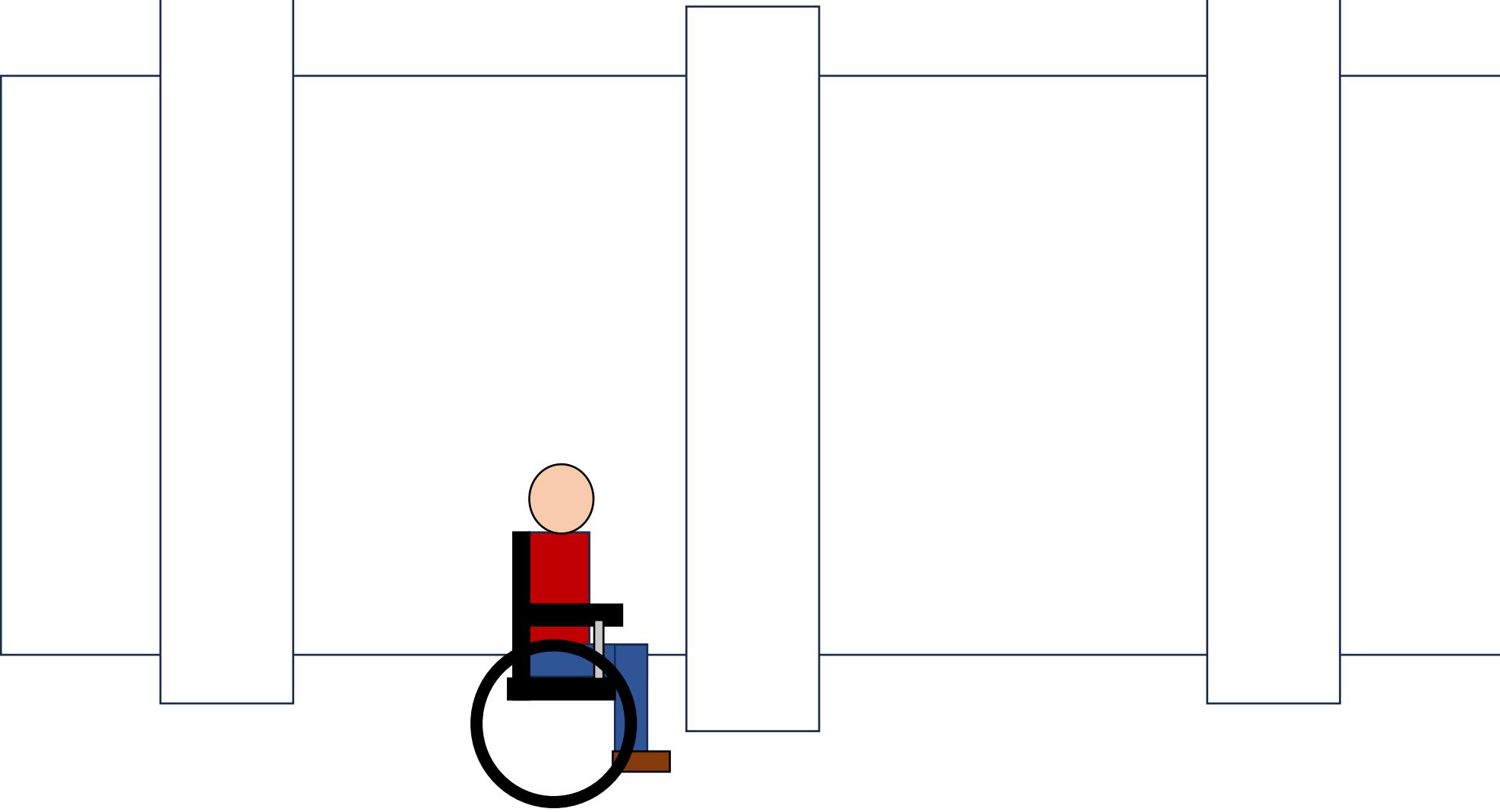


Route Time: 15 mins
Warnings: Gentle Hill

This new route avoids the steep hills and stairs, giving him the fastest route with only gentle hills.



Jake makes his way to the bank, his workplace, along the route the app gave him. The hills aren't too difficult for him to push himself up in his wheelchair.



Jake arrives at his job on time without any detours, all thanks to following the route.

PERSONA _____
Billy, USC Professor _____

PAGE _____ OF _____

DATE _____

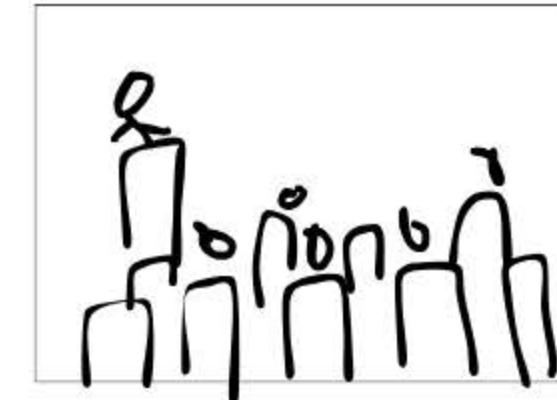


Billy always ends up late to his lectures and isn't happy with that



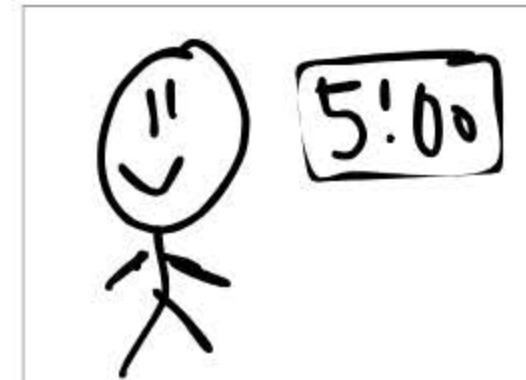
Billy downloads an app so he can move around campus better

RISING ACTION



Billy now is showing up early for his lectures

CLIMAX



Billy can now leave work earlier



Billy is able to help his students more

FALLING ACTION



Thanks to the app
— Billy is getting around campus — much faster

RESOLUTION