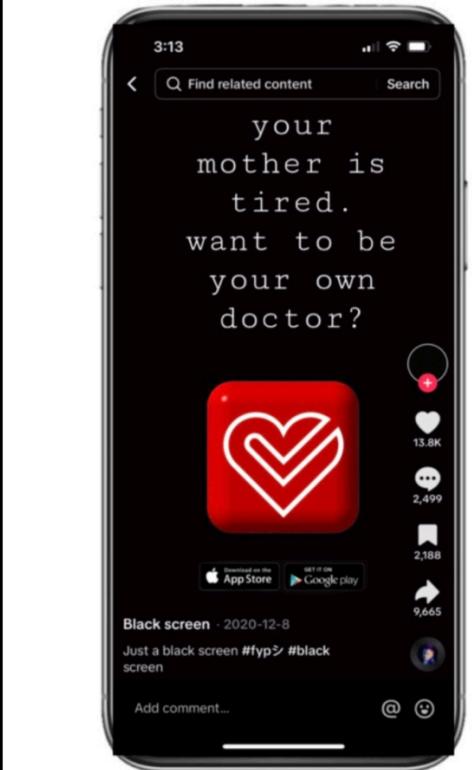




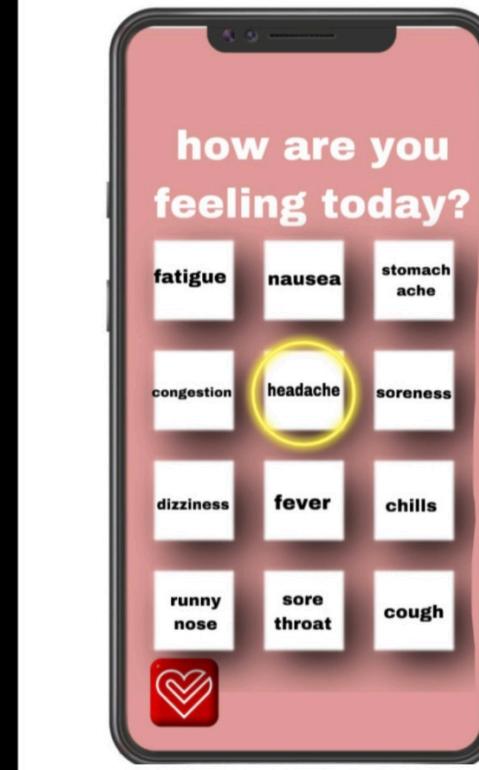
Max has a fever of 101 degrees



Max doesn't want to call his mom in the middle of the night because he doesn't know which med to take



He is scrolling on his phone when gets an ad for a OTC medication app



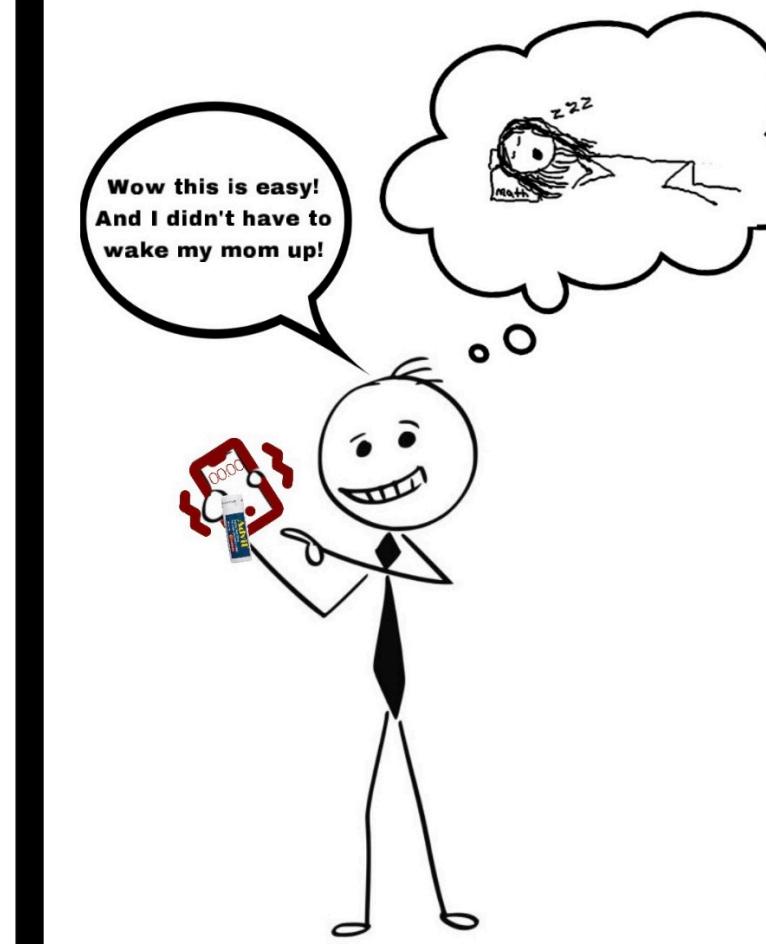
He downloads the app, fills out the intro, and enters his symptoms



The app tells Max what he should do



Max starts the timer for his next dose in 4 hours

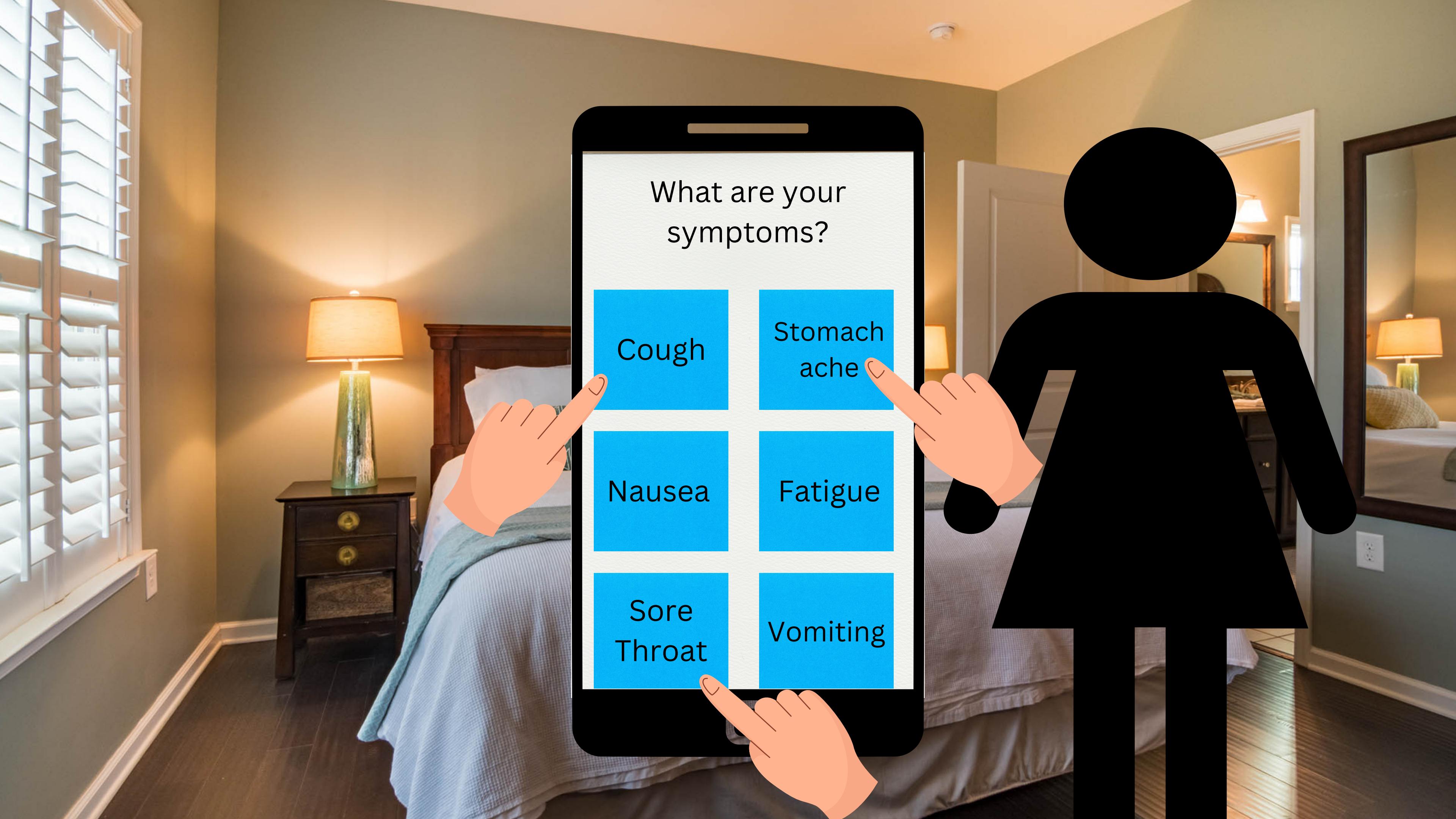


4 hours have passed and the reminder vibrates his phone. The app allowed him to be independent



Wow I just woke up  
and my stomach hurts  
pretty bad!

I'm gonna open up my  
medication app to see  
whats going on with  
me!



What are your symptoms?

Cough

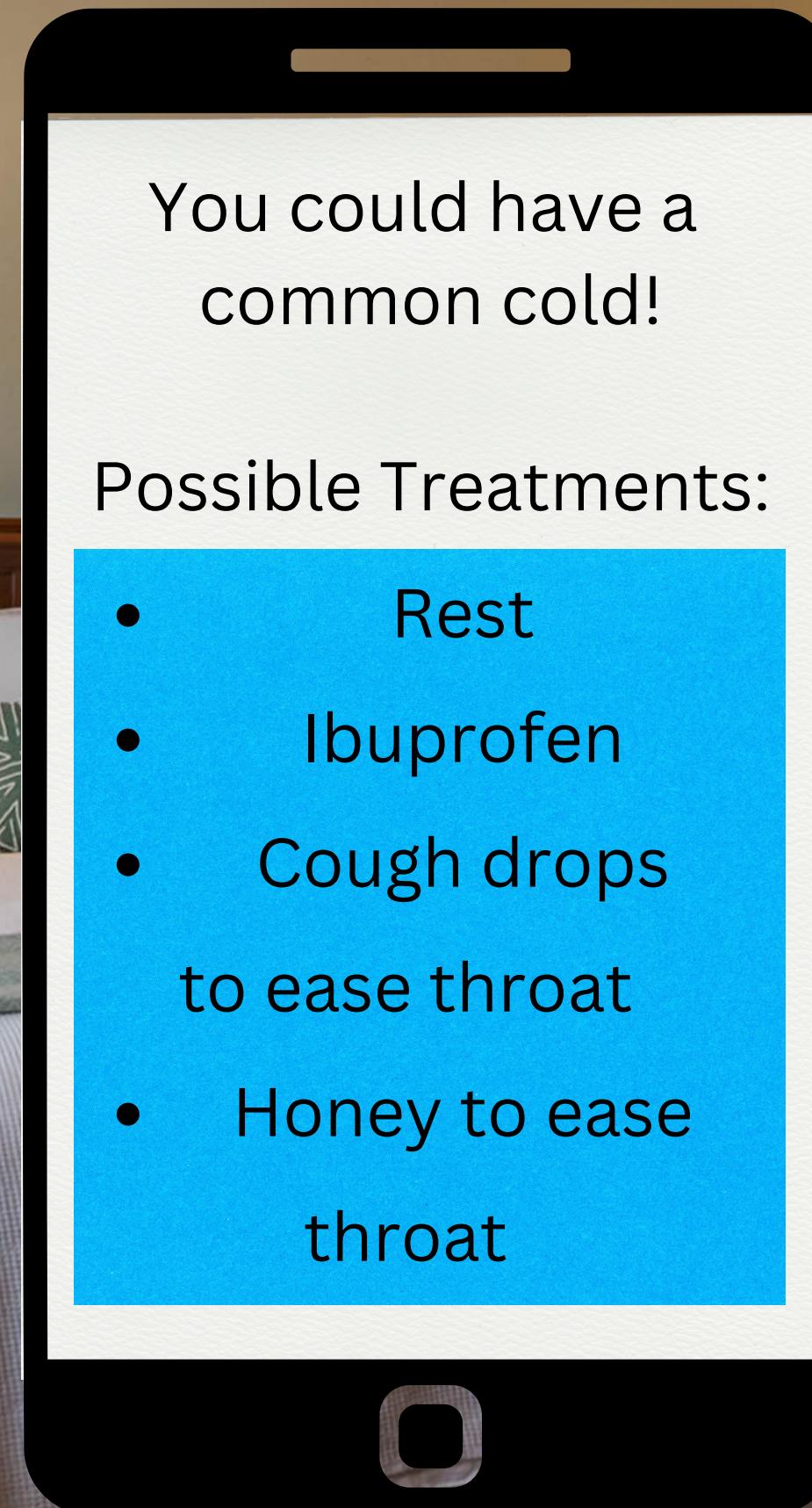
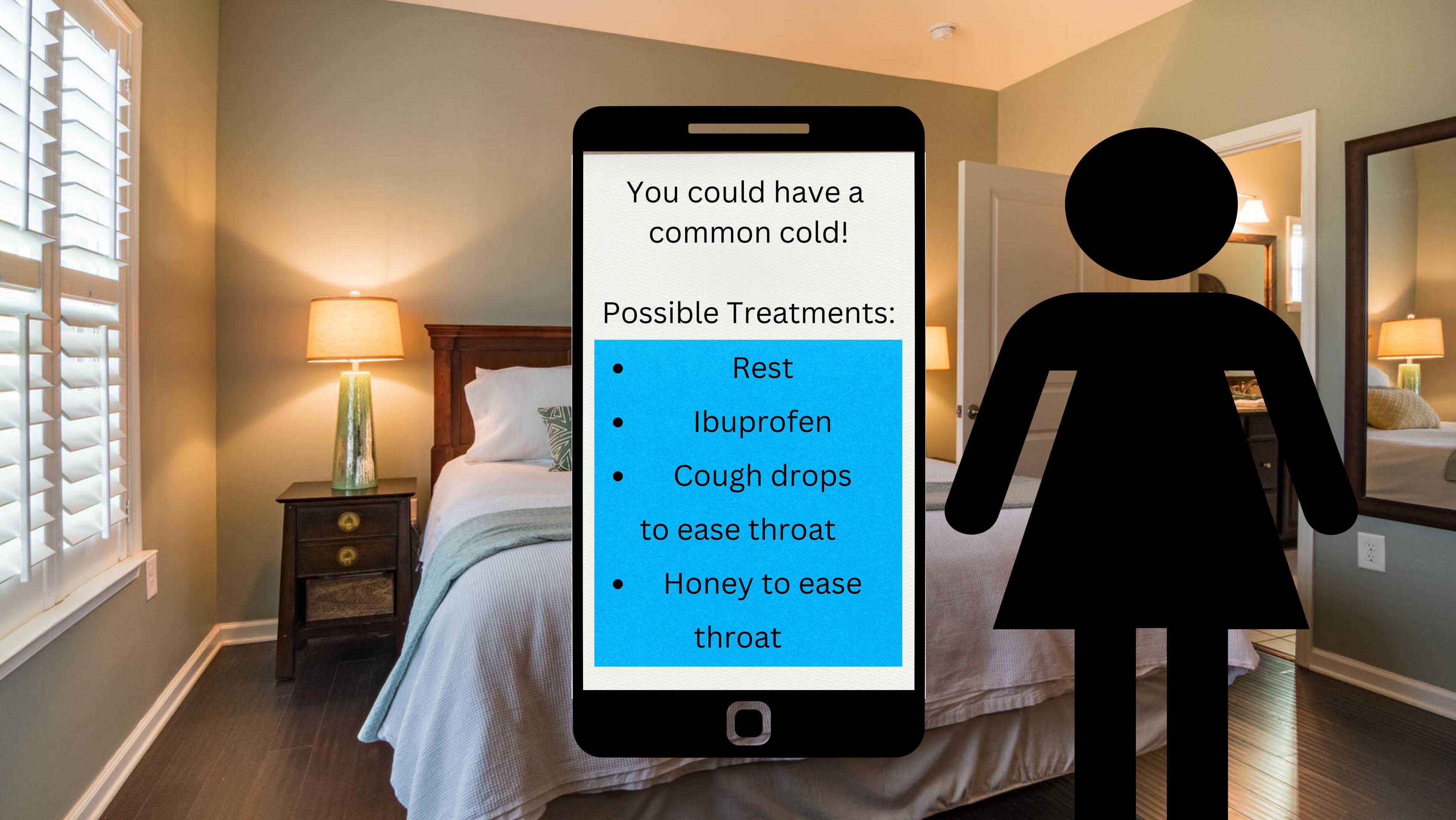
Nausea

Sore Throat

Stomach ache

Fatigue

Vomiting



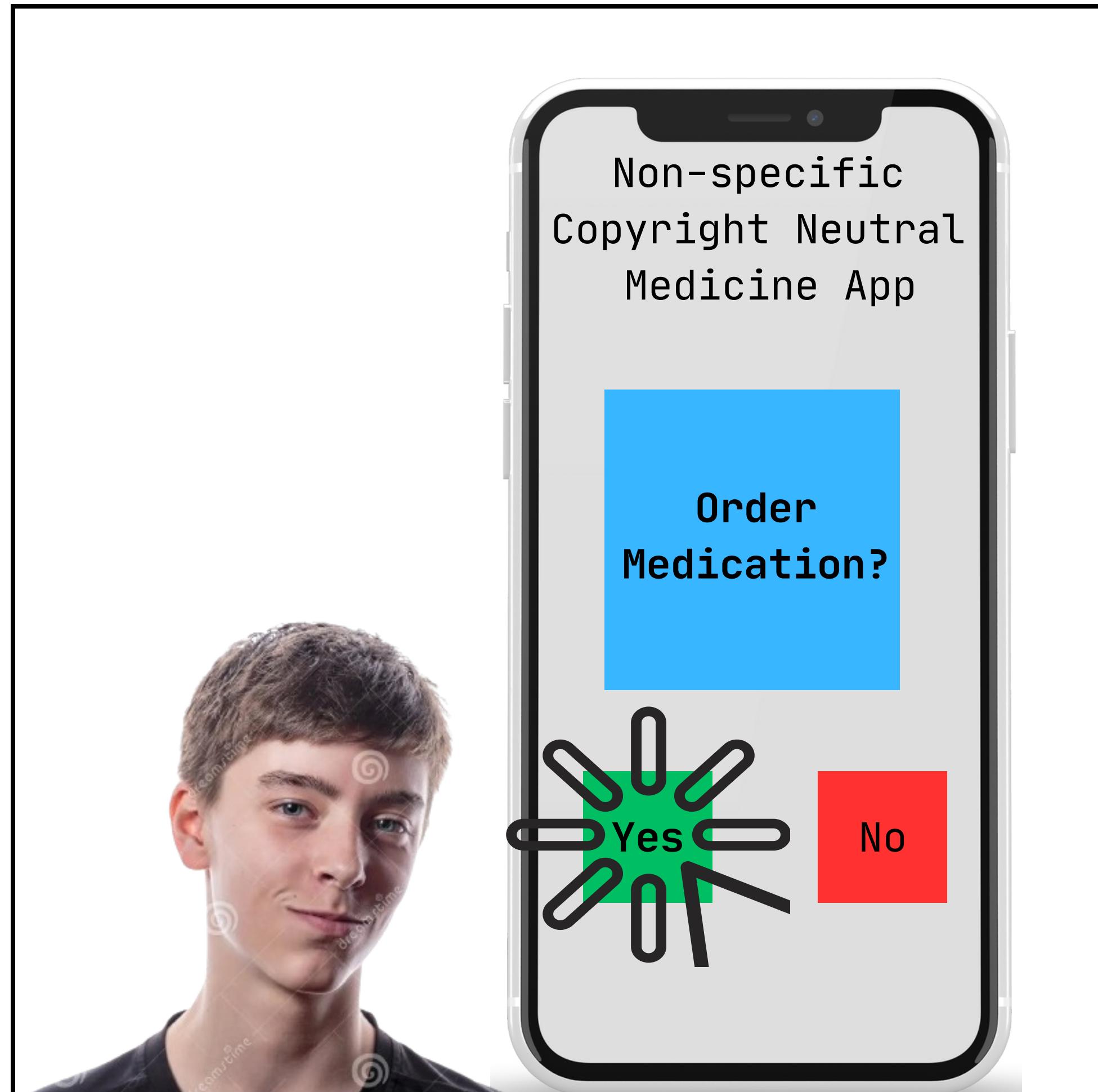
# Storyboard

- Thinks about needing routine medication
- Makes mental note of necessary items



# Persona: Mikhail Notaf

- Selects correct medication
- Orders from the app



# Scenario: Getting needed medication

- Receives medication from order

Sometime later...

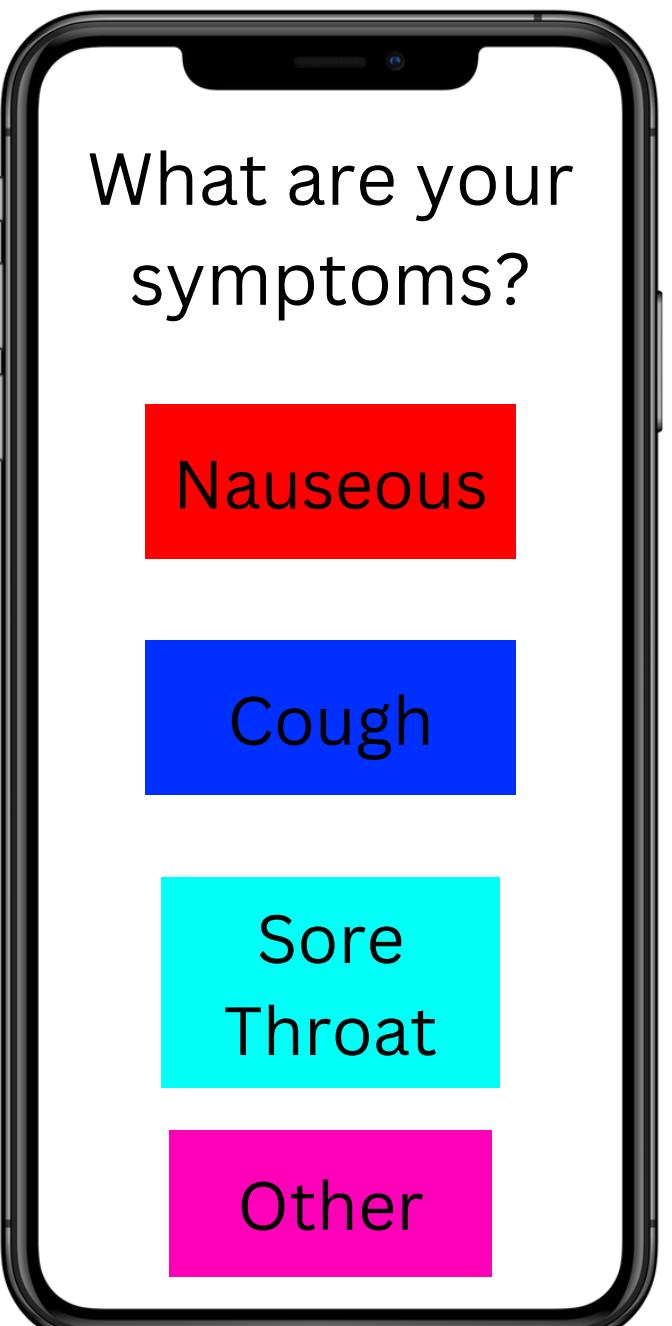


# STORYBOARD



Prince is feeling sick at the dealership

Persona:  
Car Salesman,  
Prince O'Hara



Prince goes on his phone and tells the app his symptoms,

Scenario:

Prince needs medical guidance



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After getting medical guidance, Prince goes to the store and gets the required medicine to feel better.