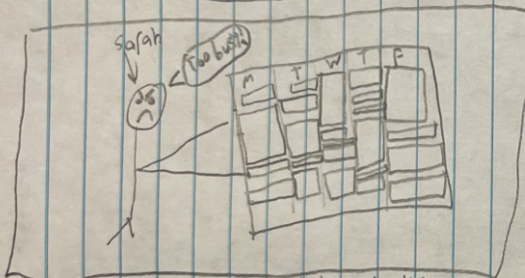


Scenario: Student Before + After New Scheduling App

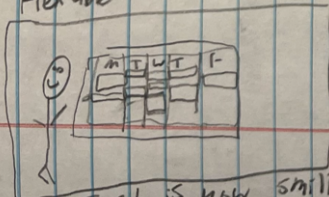
Persona: Sarah ~~Jones~~ Jones

Rider: Schedules



Sarah is frustrated while looking at paper schedule with back to back classes + little flexibility

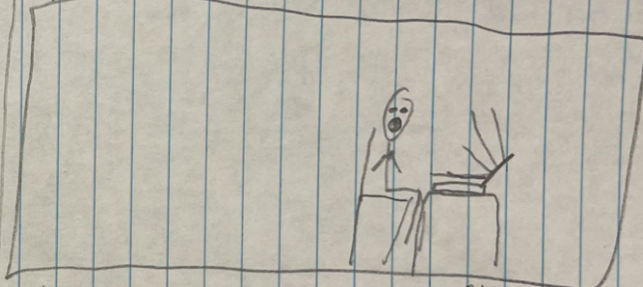
Flexible Schedules



Sarah is now smiling while using the scheduling app on iPad to create more flexible + personalized schedule

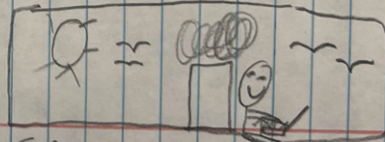
Profession: Student at Univer City

Discovering the Planner



She then discovers a possible solution to her problem, a new online schedule planner

Enjoys Free Time



Sarah can now be seen enjoying her free time, feels relaxed yet engaged, all thanks to the scheduling app!

This is Bob John he is reviewing his class schedule

I wish there was a way for me to have a schedule that's flexible each day!

Schedules due today  
Pick wisely you cannot miss your classes



Sarah is at the computer trying to register for classes

This is so frustrating! I cannot find times that work for me every week!



Bob gets an idea

Sarah, I got it! We should use the flexible schedule planner! This way we can choose when to go to our classes and when not to!



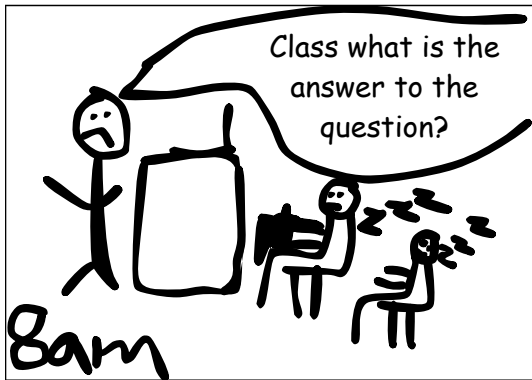
This is so much better than having preset schedules now we can go to classes when we are not busy!



SCENARIO Jim Robbins Class Before and After New Schedule Creator

PERSONA Jim Robbins      PROFESSION Professor for University

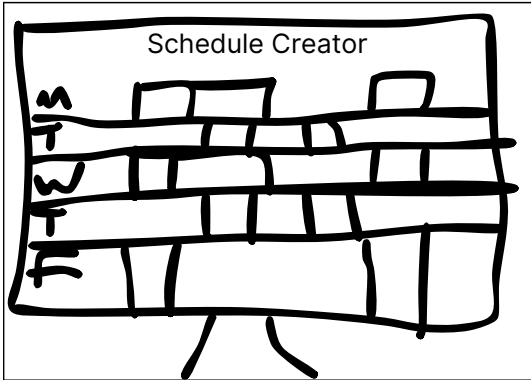
BEFORE WITH ORIGINAL CLASS



Groggy students, low to no student participation

Sad Professor who runs class off student participation

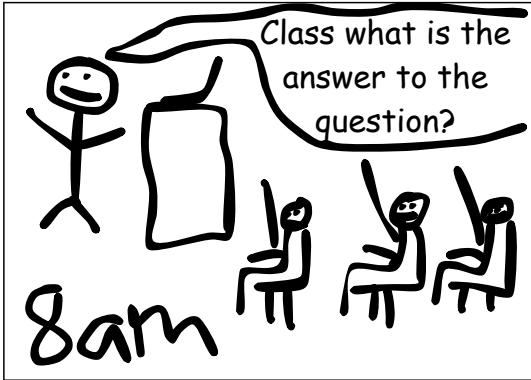
ADVISEMENT WITH NEW CREATOR



More time slots, non-conflicting major classes

Built in break, more options for online classes

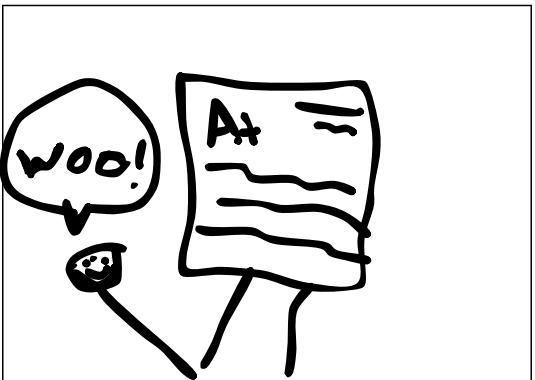
AFTER WITH NEW CLASS



Students that are ready to attend an early session

Alert students and more class engagement and involvement

Result



Students have less stress and are more attentive

Students get more out of class and result in better grades