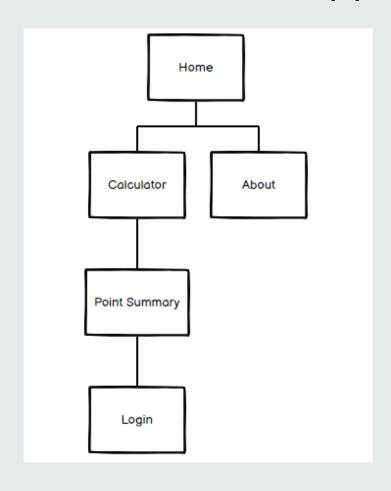


Nature Points – Project Storyboard

Basic Site Map of Nature Points Application



Introduction of Persona – "Seated Sam"

male, age 32, chemist, spends days in the lab & evenings playing video games





Sam decides he wants to get off his tuchus and spend some time in nature. But he needs some motivation because he just loves video games so much!

A friend recently told Sam about this website where he can go to get some encouragement and ideas about activities in nature.











https://naturepoints.com



Nature Points

Calculator About Login

Welcome to the website for the Nature Points calculator. Feel your best!

Studies have shown that exposure to nature benefits one's health both emotionally and physically. It reduces feelings of anger, fear, and stress. And it increases pleasant feelings. It's also shown to reduce heart rate, blood pressure, muscle tension, and the production of stress hormones. This website is dedicated to helping you take advantage of what's just outside the door, nature. On the next page you will find an application that you can use to count what we call "nature points." Make it your goal to reach 100 points a week!

Seated Sam

Sam hops on his computer and visits www.naturepoints.com.

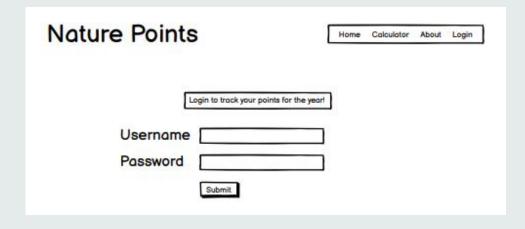
He reviews the homepage and learns about the great health benefits to getting outdoors.

He then hops over to the calculator to see what it's all about.

Sam is prompted to create a new account and is taken to the login page.

Nature Points Home Calculator About Login The Nature Points Calculator Select your activities for the week. Strive for 100 points per week! A Hike in Nature A Hike in Nature ☐ A Hike in Nature ... □ ... ---Outdoor Yoga ☐ Outdoor Yoga Outdoor Yoga A Hike in Noture A Hike in Noture A Hike in Nature Outdoor Yoga Outdoor Yoga Outdoor Yoga

Calculate Nature Points



Sam logs in and can now track his points over the course of a year to earn a gift card to a local Outdoors Store.

Sam gets some ideas from the checklist and returns to the website in a week to record his results.

Nature Points

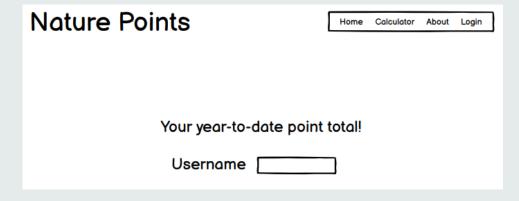
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The Nature Points Calculator

Select your activities for the week. Strive for 100 points per week!

☐ A Hike in Noture ☐	☐ A Hike in Noture	A Hike in Nature
Outdoor Yoga	Outdoor Yoga	Outdoor Yoga
A Hike in Nature	A Hike in Nature	A Hike in Nature
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The application now shows Seated Sam his year-to-date point total.



Weeks later, Sam now logs in each week to record his results, he's working towards logging in each month so he can get that gift card at the end of the year.

In the meantime, Seated Sam is now an outdoor enthusiast who hikes every Saturday. And says he's never felt better!

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The Nature Points Calculator Select your activities for the week. Strive for 100 points per week!				
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