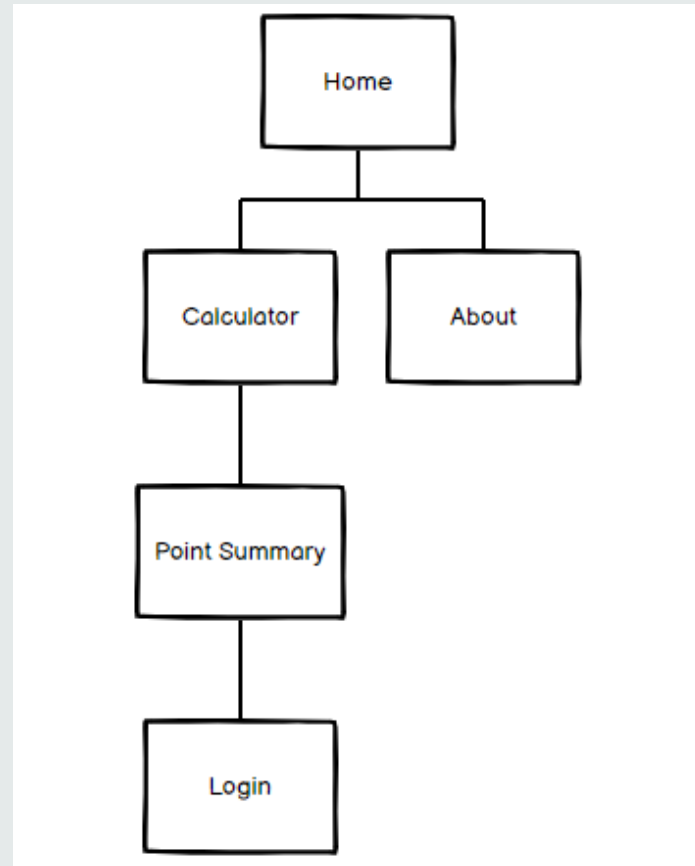




Nature Points – Project Storyboard

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





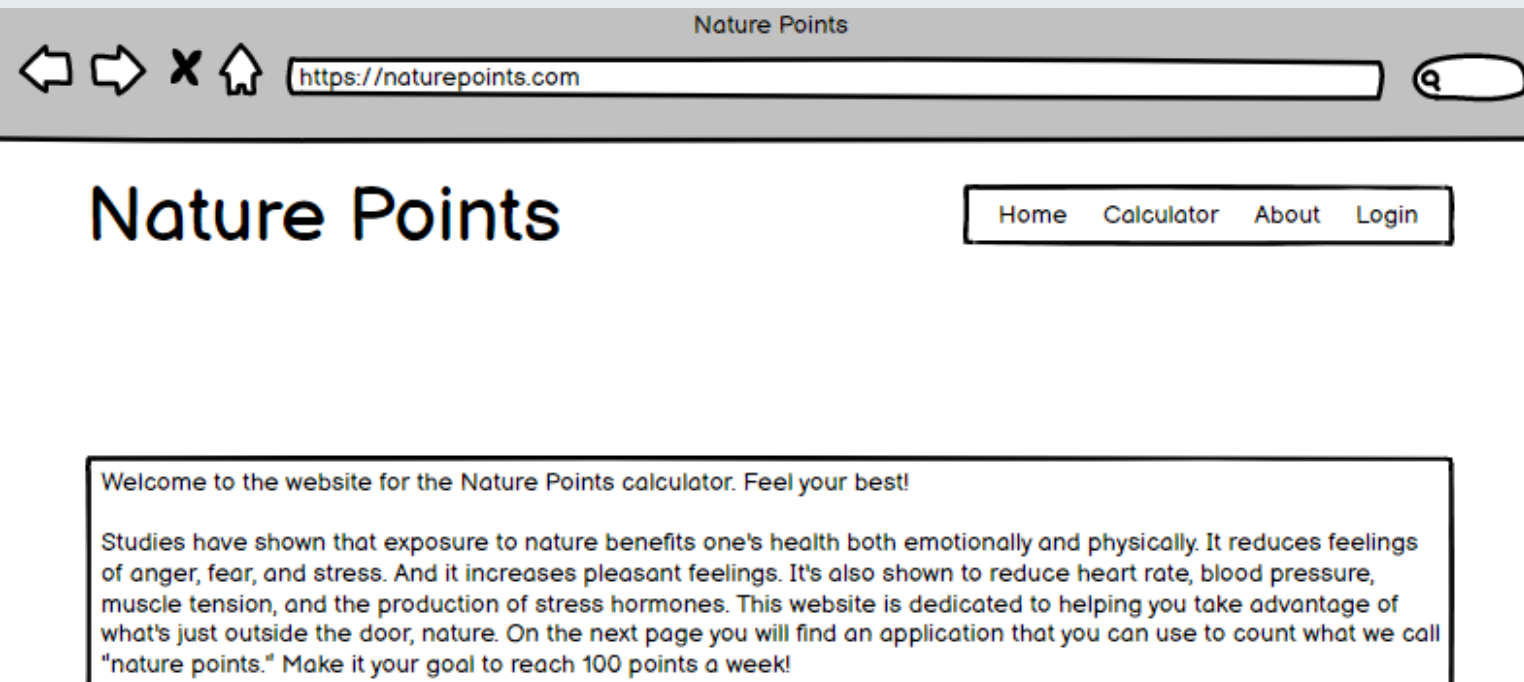
Seated Sam

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!

Seated Sam

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





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.

Seated Sam

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

HomeCalculatorAboutLogin

The Nature Points Calculator

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

☐ A Hike in Nature

☐ --

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☐ Outdoor Yoga

☐ A Hike in Nature

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☐

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☐ Outdoor Yoga

☐ A Hike in Nature

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☐ Outdoor Yoga

☐ A Hike in Nature

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☐ Outdoor Yoga

Calculate Nature Points

Seated Sam

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.

Nature Points

Home Calculator About Login

Login to track your points for the year!

Username

Password

Submit

Seated Sam

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

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

☐ --

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☐ Outdoor Yoga

☐ A Hike in Nature

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☐ Outdoor Yoga

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☐ Outdoor Yoga

☐ A Hike in Nature

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☐ Outdoor Yoga

Calculate Nature Points

Seated Sam

The application now shows Seated Sam his year-to-date point total.

Nature Points

Home Calculator About Login

Your year-to-date point total!

Username

Seated Sam

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!

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
☐ --
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☐ Outdoor Yoga

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Calculate Nature Points