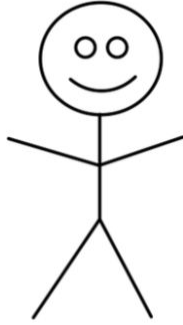


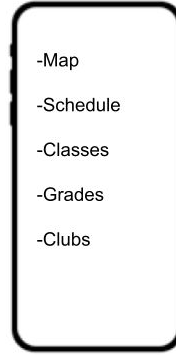
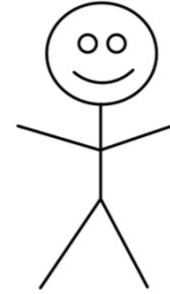
1.

"I wonder what my schedule looks like today."



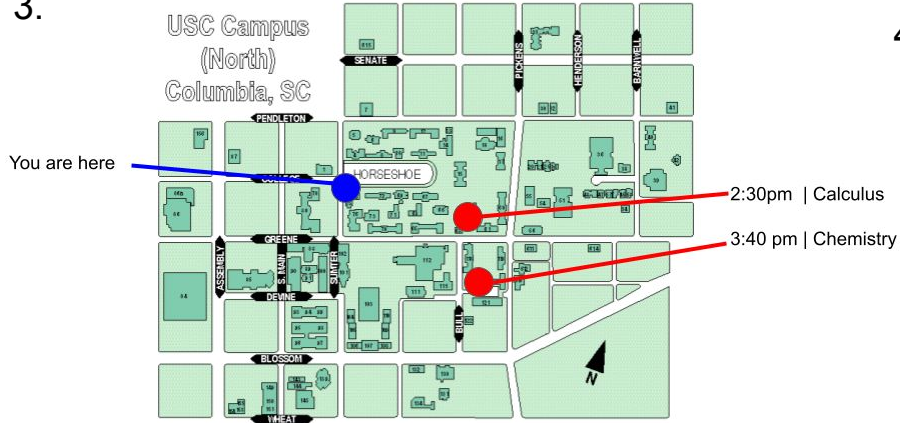
2.

"I'll use this app on my phone to see what my schedule is today."



3.

(Within the phone screen)

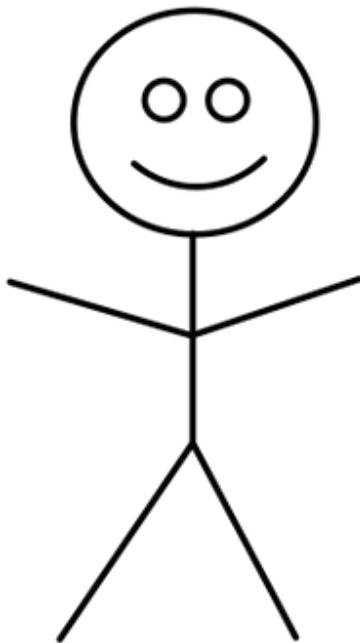


4.

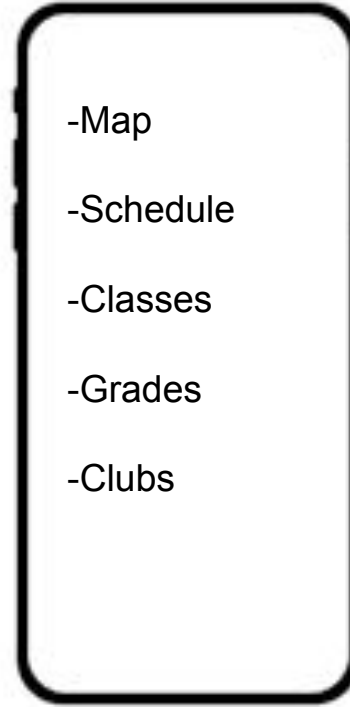
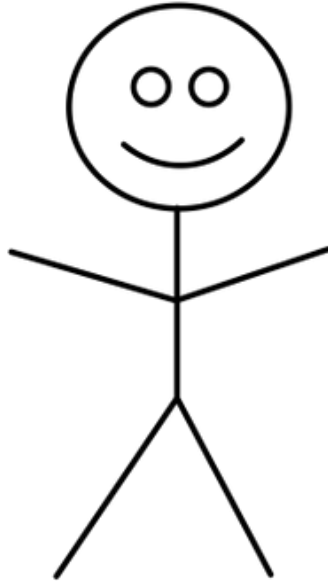
"It's 2:15, I better get going. Good thing I have this app on my phone!"



“I wonder what my schedule looks like today.”



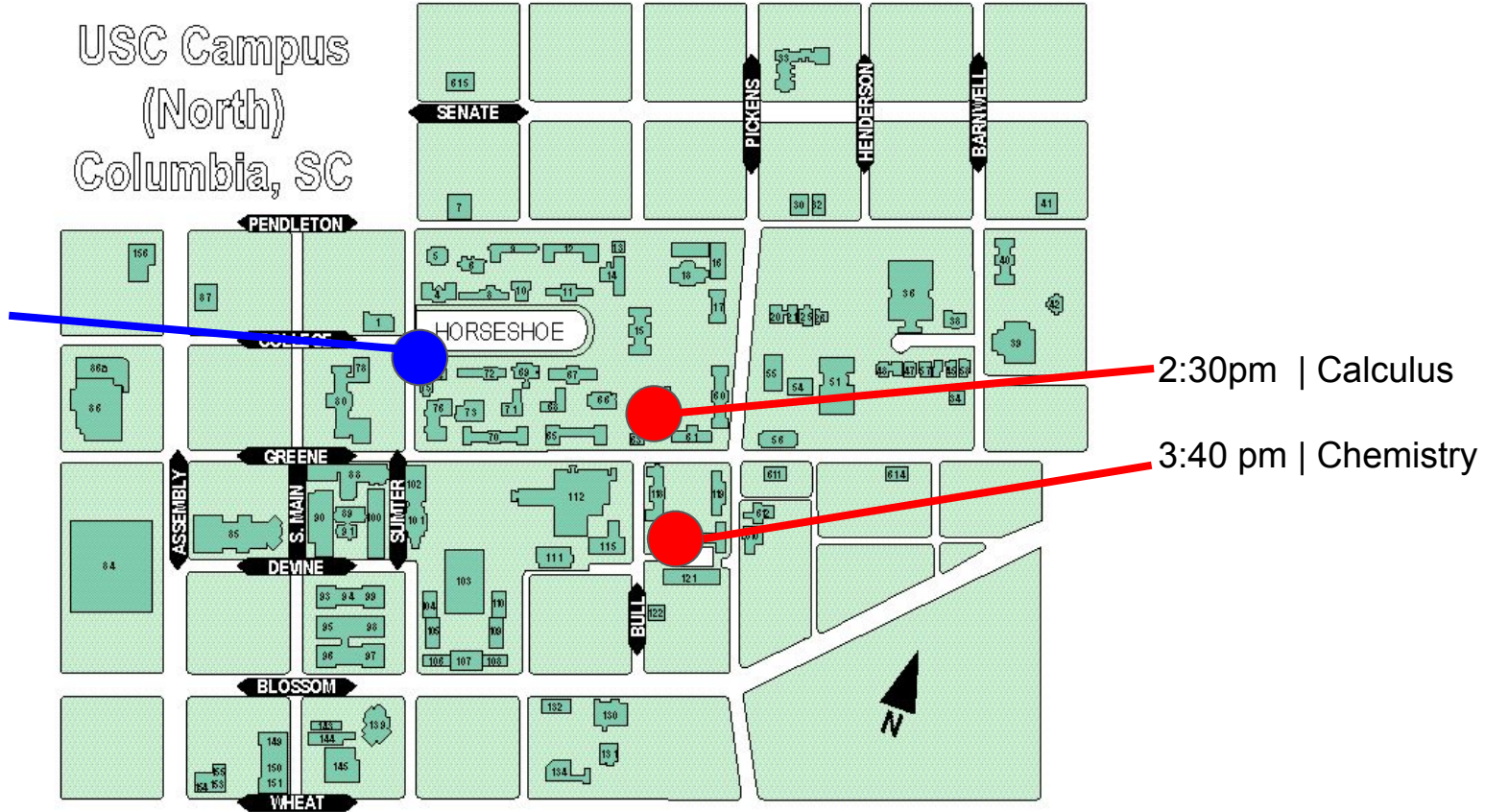
“I’ll use this app on my phone to see what my schedule is today.”



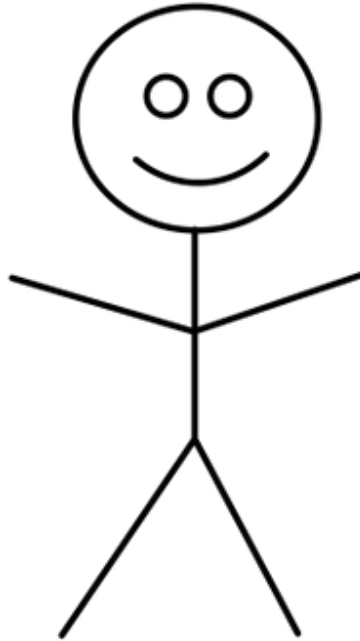
(Within the phone screen)

USC Campus
(North)
Columbia, SC

You are here

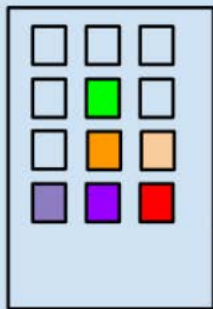


“It’s 2:15, I better get going. Good thing I have this app on my phone!”





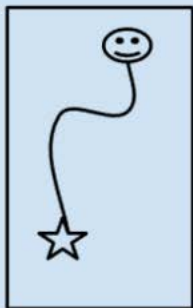
John is walking around campus trying to find out where the career center is



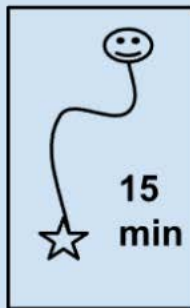
John pulls out his phone and navigates the uni website to figure out he needs to take a bus



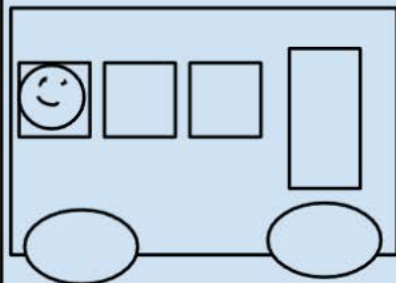
He is upset that he has to look through another app until he remembers that there's a single app for this!



He opens this app and easily finds a bus route to where he wants to go and even the hours of the career center



The app then gives him an estimated time and gives him options for food after the meeting



He gets on the bus and makes it in time for his appointment

Persona: Chad, Socially
Inept College Student

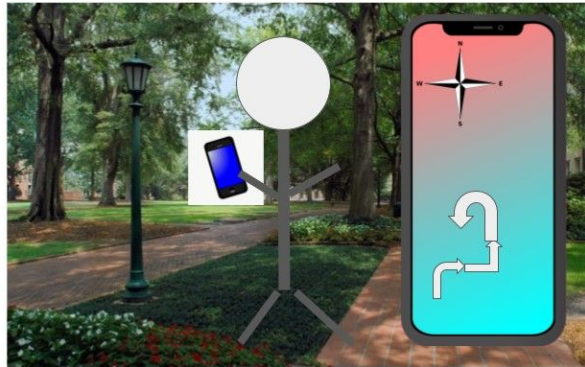
Scenario: Lost on Campus



Chad is lost on campus (once again)



Chad remembers an app that a friend recommended
to him



Chad gets on the app, which includes a campus
map, and figures out where his class is



Chad makes it to class because of the useful map,
not failing this class just yet

Persona: Chad, Socially
Inept College Student

Scenario: Lost on Campus



Chad is lost on campus (once again)



Chad remembers an app that a friend recommended
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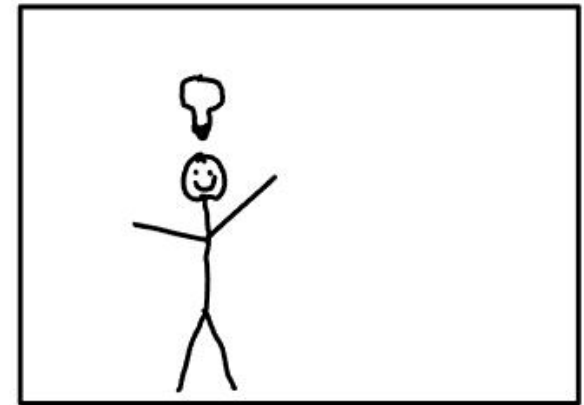
Chad makes it to class because of the useful map,
not failing this class just yet



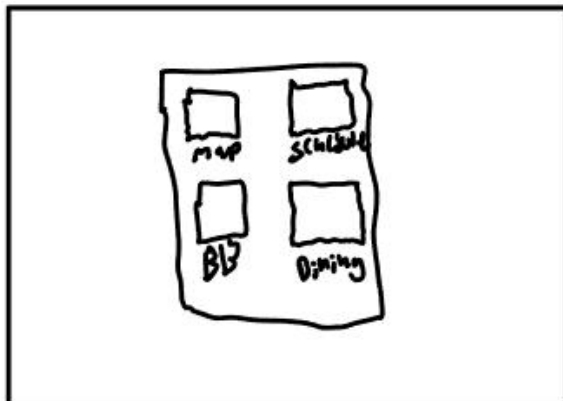
Liam is upset because he can't remember due dates and class schedules!



In order to find this information, Liam has to navigate way too many apps



Liam remembers there is a single app to help with this!



Liam opens the app, and finds all the campus information he would need!



Liam finds his schedule and is no longer confused



Liam is happy!