

Storyboard 1: Liu Fan's "Efficient Dining Revolution"

Core Problems: Peak hour communication difficulties (P6), Unclear feedback channels (P1), Low online platform usage (P4), as revealed in the Process Model.

Solution: In response to the HMW questions, create an integrated "Canteen Assist" system combining **precise ordering, smart pickup, and closed-loop feedback**.

Panel	Scene & Plot Description	Character Emotion/Thoughts	Connection Analysis
1	Scene: 12:05 PM, Teaching Building. Liu Fan just finished class, a message from his internship supervisor pops up urging him to submit a plan. Action: He glances anxiously at the time and rushes towards the canteen.	Anxious "It's over, the canteen must have long queues, I'll be late for the afternoon meeting!"	Connects to Persona: Liu Fan's core motivation is maximizing time utilization.
2	Scene: Canteen entrance. Long lines of nearly ten people in front of every window, noisy and bustling. Action: Liu Fan struggles to find the end of a line amidst the crowd, craning his neck to see the slowly moving queue.	Frustrated & Resigned "Last time I complained about the crowds, nobody cared..."	Connects to Process Model: Peak hour problem (P6).
3	Scene: Waiting in line. Liu Fan tries to look at materials on his phone, but the environment is too noisy and the line moves too slowly. Action: He irritably locks his phone screen and sighs helplessly.	Wasting Time "If only I could save this queuing time for work..."	Connects to HMW: How might we split the dining process to reduce waiting?
4	(Solution Intervention) Scene: Liu Fan sees the newly installed "Smart Pickup Lockers" and a poster: "Order Ahead, Pick Up In-Store". Action: He immediately scans the QR code to open the mini-program.	Hopeful "This looks promising, let's try it!"	Solution: Promote the online ordering system.
5	Scene: Phone screen displays the "Canteen Assist" interface. Dish images are clear, prices are explicit, and there's an accurate estimated preparation time (12 minutes). Action: Liu Fan quickly selects a "One Meat, Two Veg" set meal and completes the payment.	Focused & Trying "12 minutes, just enough time to walk over and pick it up."	Connects to Process Model: Addresses low online platform usage (P4).

6	<p>Scene: Smart Pickup Locker area. In stark contrast to the crowded lines, this area is orderly.</p> <p>Action: Liu Fan walks directly to the corresponding locker door based on his pickup code.</p>	<p>Calm & Confident "Feels great not having to queue!"</p>	<p>Connects to HMW: How might we amplify the "proximity and time-saving" advantage?</p>
7	<p>Scene: In front of the pickup locker. After Liu Fan scans the code, the locker door beeps and opens, revealing a steaming hot set meal inside.</p> <p>Action: He takes out the meal tray; the entire process takes less than 30 seconds.</p>	<p>Satisfied & Efficient "This is what a modern canteen should be like!"</p>	<p>Solution: Achieves "pick up upon arrival".</p>
8	<p>Scene: After the meal. Liu Fan finds the greens too salty, opens the "Quick Feedback" function in the mini-program, takes a photo, and submits it.</p> <p>The next day he receives a push notification: "Issue handled. Here's a 5 RMB voucher."</p>	<p>Pleased & Loyal "They actually handle feedback! I'll stick with the canteen from now on."</p>	<p>Connects to Process Model: Establishes a clear feedback channel (P1).</p>

Storyboard 2: Shen Wei's "Discovery of Healthy & Delicious Options"

Core Problems: Information delay (P2), Poor cross-role coordination (P5) in the Process Model, coupled with unmet health needs from the User Persona.

Solution: In response to the HMW questions, establish an experience system comprising the **"Smart Choice Healthy Meal" station + nutritional visualization + themed activities**.

Panel	Scene & Plot Description	Character Emotion/Thoughts	Connection Analysis
1	<p>Scene: Canteen food section. Shen Wei walks past the serving windows with her tray.</p> <p>Action: She looks at the greasy, shiny stir-fries and repetitive dishes, shaking her head.</p>	<p>Disappointed "These greasy, salty dishes again... can't find anything I want to eat."</p>	<p>Connects to Persona: Shen Wei's frustration with "greasiness".</p>
2	<p>Scene: Regular serving window. Shen Wei tries to ask a staff member about the dish ingredients.</p> <p>Action: The busy worker shakes her head, indicating she doesn't know.</p>	<p>Confused & Compromising "Not even the basic info is available, how can I make a healthy choice?"</p>	<p>Connects to Persona: Black box of health information.</p>

3	<p>Scene: Shen Wei serves herself some stir-fried greens, finds them glistening with oil.</p> <p>Action: She forces herself to eat a few bites, then disposes of the rest.</p>	<p>Guilty & Wasteful</p> <p>"Too oily, barely edible... wasting food again."</p>	<p>Connects to Interview: "Vegetarian dishes are heavy on oil and salt".</p>
4	<p>(Solution Intervention)</p> <p>Scene: Newly established "Smart Choice Healthy Meal" station. Brightly lit, displaying colorful salads, steamed dishes, and whole grains.</p> <p>Action: Shen Wei is drawn to it and approaches curiously.</p>	<p>Intrigued</p> <p>"This station looks different!"</p>	<p>Connects to HMW: How might we break the perception that "cafeterias only provide regular meals"?</p>
5	<p>Scene: In front of the Healthy Meal station. Each dish has a digital label clearly showing the Nutrition Facts (calories, protein, fat, etc.).</p> <p>Action: Shen Wei reads the information carefully, comparing her options.</p>	<p>Making Informed Choices</p> <p>"Grilled Chicken Salad, 328 calories, fits my needs perfectly."</p>	<p>Solution: Nutritional information visualization.</p>
6	<p>Scene: Ordering. Shen Wei tells the chef: "I'd like this salad, with the dressing on the side."</p> <p>Action: The chef prepares it accordingly and asks if she would like extra vegetables.</p>	<p>Respected</p> <p>"Finally, I can customize according to my needs!"</p>	<p>Connects to Persona: Meets personalized needs.</p>
7	<p>Scene: Dining area. Shen Wei and her boyfriend enjoy their healthy meals, which look fresh and delicious.</p> <p>Action: She takes a photo to share on her social media moments: "The canteen finally has healthy options!"</p>	<p>Enjoying & Satisfied</p> <p>"The taste is light and refreshing, just as expected!"</p>	<p>Connects to HMW: How might we leverage "food innovation" to increase revisit rates?</p>
8	<p>Scene: The canteen noticeboard announces the "Mediterranean Diet Week" event next week.</p> <p>Action: Shen Wei excitedly agrees with her boyfriend to attend together and participates in the "New Dish Idea Submission" vote.</p>	<p>Excited & Participatory</p> <p>"The canteen has become interesting, it's gone from a compromise to something I anticipate!"</p>	<p>Connects to Interview: Desire for themed food activities.</p>

Storyboard Design Summary

Narrative Coherence:

- Each storyboard strictly follows the "Problem Presentation → Solution Intervention → Experience Improvement" narrative structure.
- The first 3 panels focus on showcasing core pain points, while the last 5 panels systematically present the solutions.

Evidence Support:

- Each panel directly addresses specific pain points and behavior patterns from the User Personas.
- The solutions precisely target the communication barriers identified in the Process Model.
- Feature design originates directly from the creative directions of the HMW Questions.

User Experience Levels:

- **Liu Fan's Storyboard:** Focuses on **efficiency enhancement** and **digital experience**, solving operational issues in the Process Model.
- **Shen Wei's Storyboard:** Focuses on **health experience** and **emotional connection**, solving informational and service quality issues in the Process Model.

These two storyboards together form a complete solution landscape, satisfying the core needs of different user groups while systematically addressing the underlying operational problems of the canteen.