

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

6	<p><b>Scene:</b> Smart Pickup Locker area. In stark contrast to the crowded lines, this area is orderly.</p> <p><b>Action:</b> Liu Fan walks directly to the corresponding locker door based on his pickup code.</p>	<p><b>Calm &amp; Confident</b></p> <p>"Feels great not having to queue!"</p>	<p><b>Connects to HMW:</b></p> <p>How might we amplify the "proximity and time-saving" advantage?</p>
7	<p><b>Scene:</b> 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><b>Action:</b> He takes out the meal tray; the entire process takes less than 30 seconds.</p>	<p><b>Satisfied &amp; Efficient</b></p> <p>"This is what a modern canteen should be like!"</p>	<p><b>Solution:</b> Achieves "pick up upon arrival".</p>
8	<p><b>Scene:</b> 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><b>The next day</b> he receives a push notification: "Issue handled. Here's a 5 RMB voucher."</p>	<p><b>Pleased &amp; Loyal</b></p> <p>"They actually handle feedback! I'll stick with the canteen from now on."</p>	<p><b>Connects to Process Model:</b> 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><b>Scene:</b> Canteen food section. Shen Wei walks past the serving windows with her tray.</p> <p><b>Action:</b> She looks at the greasy, shiny stir-fries and repetitive dishes, shaking her head.</p>	<p><b>Disappointed</b></p> <p>"These greasy, salty dishes again... can't find anything I want to eat."</p>	<p><b>Connects to Persona:</b> Shen Wei's frustration with "greasiness".</p>
2	<p><b>Scene:</b> Regular serving window. Shen Wei tries to ask a staff member about the dish ingredients.</p> <p><b>Action:</b> The busy worker shakes her head, indicating she doesn't know.</p>	<p><b>Confused &amp; Compromising</b></p> <p>"Not even the basic info is available, how can I make a healthy choice?"</p>	<p><b>Connects to Persona:</b> Black box of health information.</p>

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