

CSCE 190

Assignment Name: Storyboard
Group Name: CSCE 190 Group #1

Team Members who contributed:

First Name	Last Name	Email
Anna	Ritter	abritter@email.sc.edu
Sarah	Leaning	sleaning@email.sc.edu
Ellie	Maynard	EMM38@email.sc.edu
Brooke	Turner	bturner@email.sc.edu
Kaylee	Walz	walzk@email.sc.edu

Problem Statement:

Many people have a shopping list that they use repeatedly. Our app helps users stay organized and watch their spending by tracking purchase history. The app can send out reminders on what to buy and the user can adjust how much they want to spend in a specific time period.

Who is experiencing the problem: People with limited budgeting experience and people who tend to be forgetful.

What is the problem: Overspending and not staying organized, someone running out of the items that they need

Where does the problem present itself: Shopping and entertainment, transportation, grocery, household items

Why does it matter: Helps people balance their budget and stay organized.

Ex. If someone purchases a 6 pack of paper towel rolls at the beginning of every month, this app would track that and remind them at the start of each month so they don't forget to buy a new pack.

Jenna Smith

age: 7
residence: New Jersey
education: High School
occupation: Babysitting
marital status: Single



"Let's go shopping"

Jenna Smith loves shopping of all kinds. After school, she is often found at the mall with her friends or buying a drink at Starbucks. Jenna typically spends all of her babysitting money on shopping and is regularly begging her parents to let her borrow their credit card. Jenna's mom is forcing her to be smarter about how she spends her money, but Jenna's obsession is difficult to manage. She loves new trends and pop culture.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

- Being able to purchase new clothes
- Staying on top of trends

Needs

- Her dad's credit card
- Babysitting money
- A budget

Wants

- A shopping spree
- Gift cards
- More babysitting clients

Values

- High quality stores
- Good deals

Fears

- Running out of money
- Buying the same thing twice



Mark Mann (by Sarah Leaning)

age: 20's

residence: Raleigh, North Carolina

education: BA in Elementary Education

occupation: 3rd grade Teacher

marital status: Single | no children



"I want to meet every kids' needs"

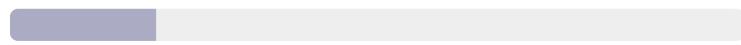
Mark spends a lot of time in the classroom and is devoted to his students. He wants to make sure that he has all of the resources and supplies he'll ever need to meet every student's needs, but often forgets to restock on some materials.

Comfort With Technology

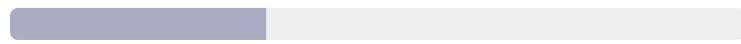
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Never run out of any given resource to ensure that every student has access to anything they could need or want.

Needs

- A list of popularly used supplies
- Reminders for when he runs out of a resource

Wants

- Tracks how long a resource typically lasts him before having to re-purchase
- Notifications when products are on sale so that he can save money

Values

- Organization
- Proactiveness

Fears

- Crying children
- Running out of supplies

Myrtle Jenkins (Kaylee W.)

age: 68

residence: Retirement Home in Richmond, VA

education: Banking Center Manager

occupation: Retired

marital status: Married, with 2 kids

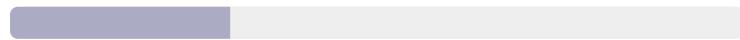


"I love my family to death"

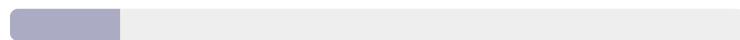
She likes to spend her time walking her dog and planting her garden in the spring. Her family is always over for holidays and she loves to provide for the fam. She usually spends too much money on food and can not remember what she bought the day before.

Comfort With Technology

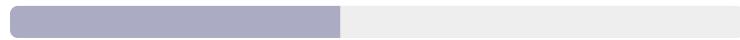
INTERNET



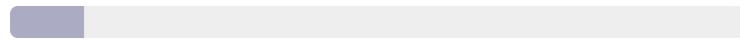
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

She needs a easy-to-use app that can keep track of her spending.

Needs

- Has to have spending categories
- Easy app usage

Wants

- to be able to see what she bought
- to be able to track how much she spent

Values

- Family dinners
- Food
- Loves to have left overs

Fears

- not having enough food to feed her family
- her dietary restrictions

Rachel Fox by Anna Ritter

age: 32

residence: Dallas, Texas

education: High School Diploma

occupation: Hairdresser and Waitress

marital status: Single, 3 kids

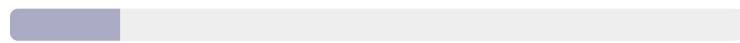


"I got knocked up in highschool and couldn't go to college"

I spend my day getting my kids to school, managing two jobs, and trying to spend as little as possible with such a small budget.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

providing a safe home for her and her children, working hard at both jobs while being there for her kids, having food on the table each night

Needs

- Money
- Baby Sitter
- Therapy

Wants

- Financial Stability
- Husband
- College Degree

Values

- her kid's happiness
- hard workers

Fears

- her kids repeating her mistakes
- losing her jobs
- judgement

Raymond Ramsay

age: 22

residence: Miami, Florida

education: High School

occupation: Culinary Arts Student

marital status: Single



"A full stomach is the start to a fulfilling life"

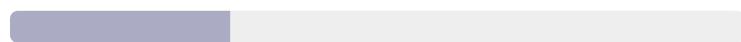
Raymond is a culinary arts major that enjoys watching cooking shows and creating delectable dishes of his own except he lacks the money management skills to effectively manage his wallet. He likes long walks on the beach but only if the end in watching Top Chef with his toes in the sand.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Raymond needs a way to break cooking records without breaking the bank.

Needs

- Gordon Ramsay's approval
- A more efficient way to purchase his groceries

Wants

- Money to purchase quality ingredients
- Some new pots and pans

Values

- Money
- Fresh greens

Fears

- Overcooking his steak
- Putting the milk before his cereal
- His credit card statements