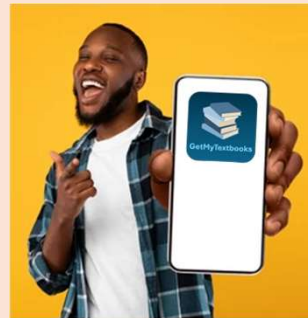


# Marcus Potter

**Marcus is a busy pre-med student with a part-time job. He values efficiency.**



**Marcus gets frustrated with the university's tedious textbook system, but he recently discovered "GetMyTextbooks," an app meant to make the textbook process much easier.**



**Marcus downloads the app and has his university account linked using 2-factor authorization.**



# Marcus Potter

**Two weeks before school starts, Marcus opens the app and sees that it has all his required materials selected, and he just has to press a button to pre-order everything he needs!**



**Marcus inputs his credit card information, shipping address, hits purchase, and waits for his textbooks to show up.**

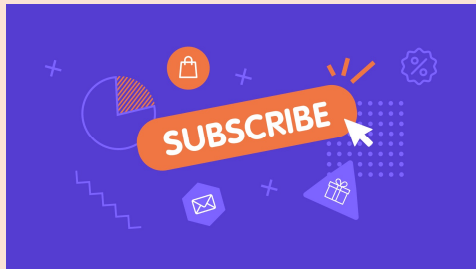


**Come the first day of school and Marcus is fully prepared for his lectures, and has even done some reading since he got his textbooks early.**



# Marcus Potter

**The next semester, Marcus decides to sign up for the automatic textbook purchase service and is satisfied once all the correct materials come in for his next semester of classes with minimal effort on his part.**



# Savanna Lilac

Savanna just got back from a full day at her summer internship and realizes she needs to buy next semester's textbooks. She sighs, wondering which classes she must skip buying textbooks for.



Savanna sits down at her laptop and browses the university bookstore to see the prices of her textbooks, but notices they have a new app called "GetMyTextbooks."

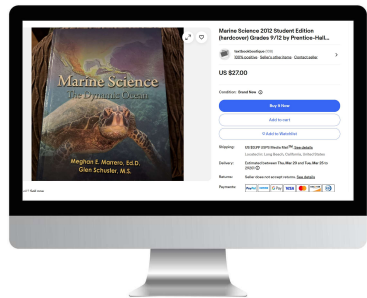


Savanna opens the app and sees they have a variety of features that may help her afford all her textbooks even on her tight budget.



# Savanna Lilac

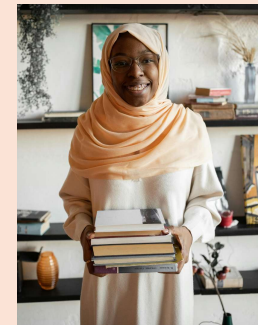
Savanna browses the different options and ultimately decides to buy a used textbook so that she can sell it on the app's social interface to another student once she is finished.



By the end of the semester Savanna's grades have greatly improved and she finally feels a reprieve from her financial stress.

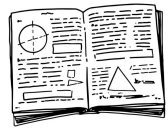


Savanna keeps using the app to find affordable textbooks for the rest of her time as a student.

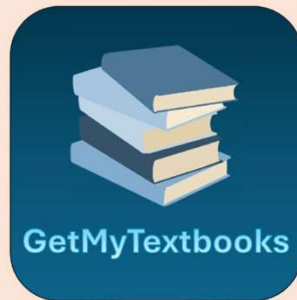


# Undyne Waters

Undyne likes how USC gives options for students to rent and buy used or digital textbooks but can't help but think the university could do more to commit to sustainability.



At the start of the fall semester, one of Undyne's friends tells them about a new app called "GetMyTextbooks" that supposedly has sustainability features.

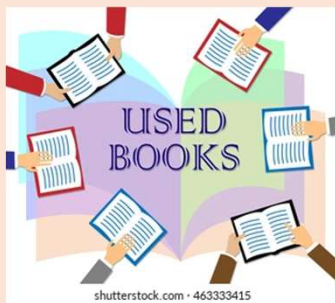


Undyne downloads the app and sees multiple blurbs about new university policies regarding sustainability.



# Undyne Waters

**Undyne loves the new features and decides to buy a used textbook from another student, getting in touch with them through the app's social feature.**



**Undyne picks up the textbook from the student's dorm and is very happy that there was no waste in paper or gas in getting their textbook.**



**Undyne starts promoting the app to all of their friends and in their organization Save our Planet so that the student body can be more environmentally conscious.**

