

Story Boards

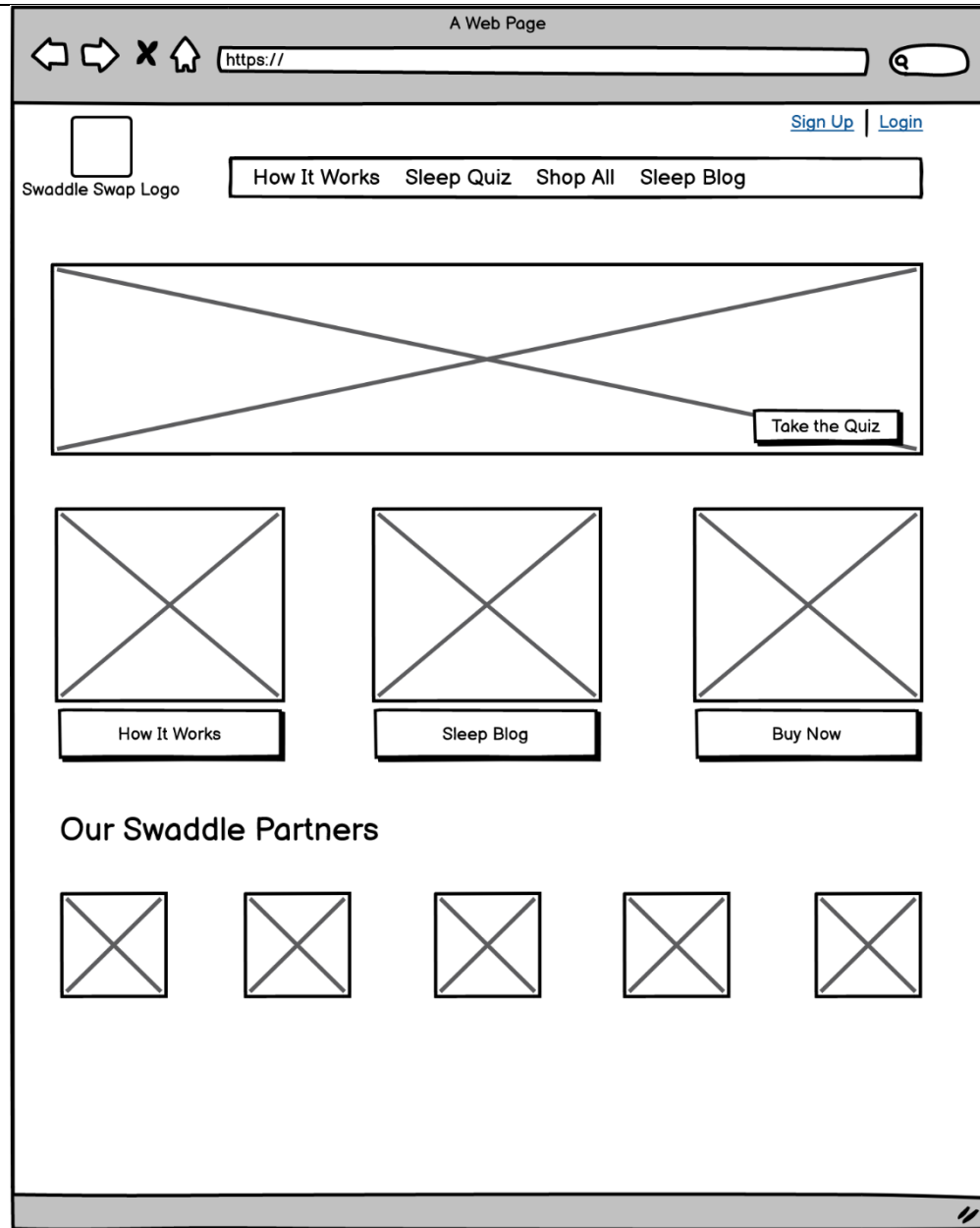
Story Boards

Swaddle Recommendations

For this story board, our persona, new mom is lacking sleep and isn't sure where to turn. She does a search for baby sleeping through the night and finds the swaddle swap site.

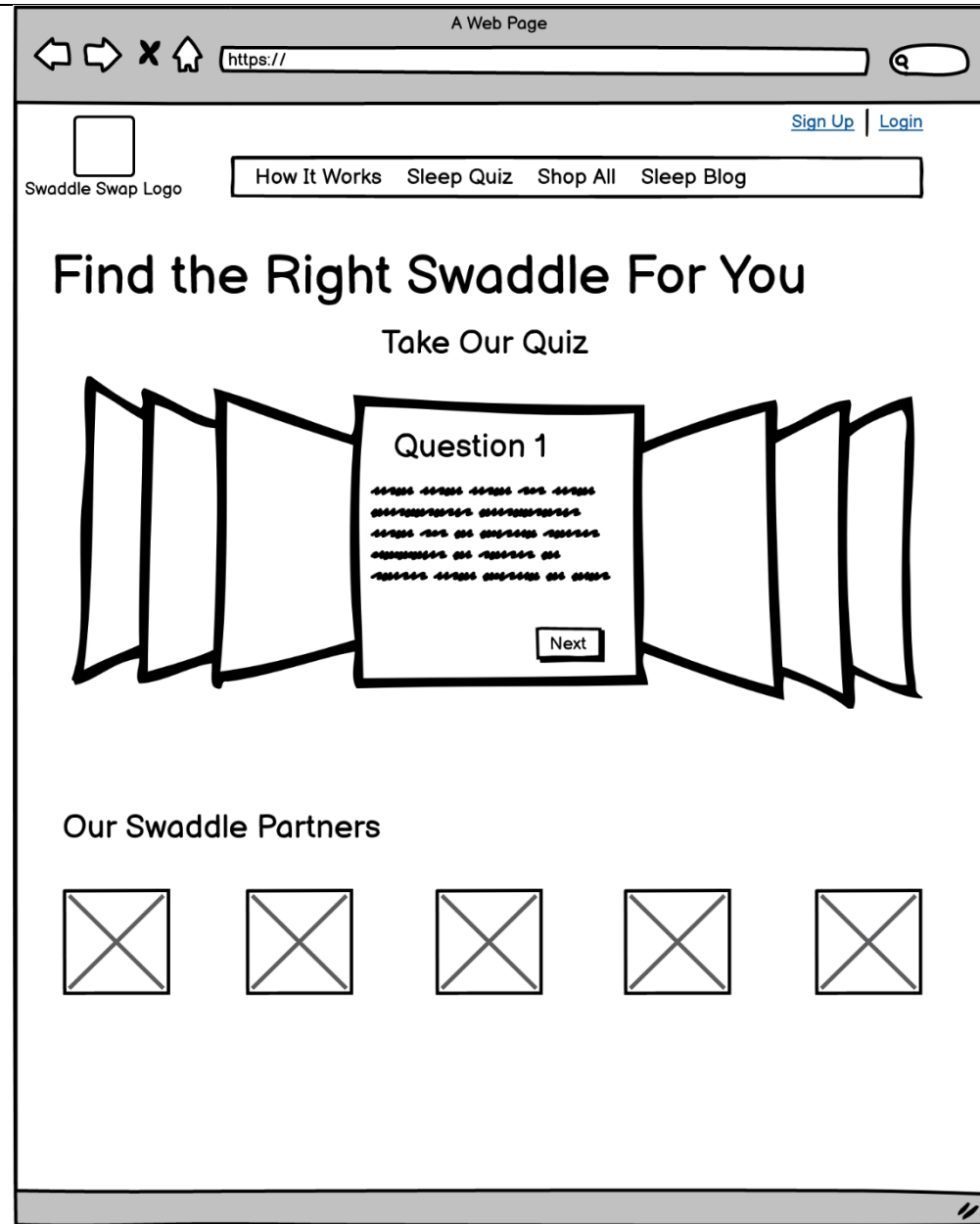
Story Boards

1. Nancy New mom lands on the SwaddleSwap home page and clicks "Take the Quiz".



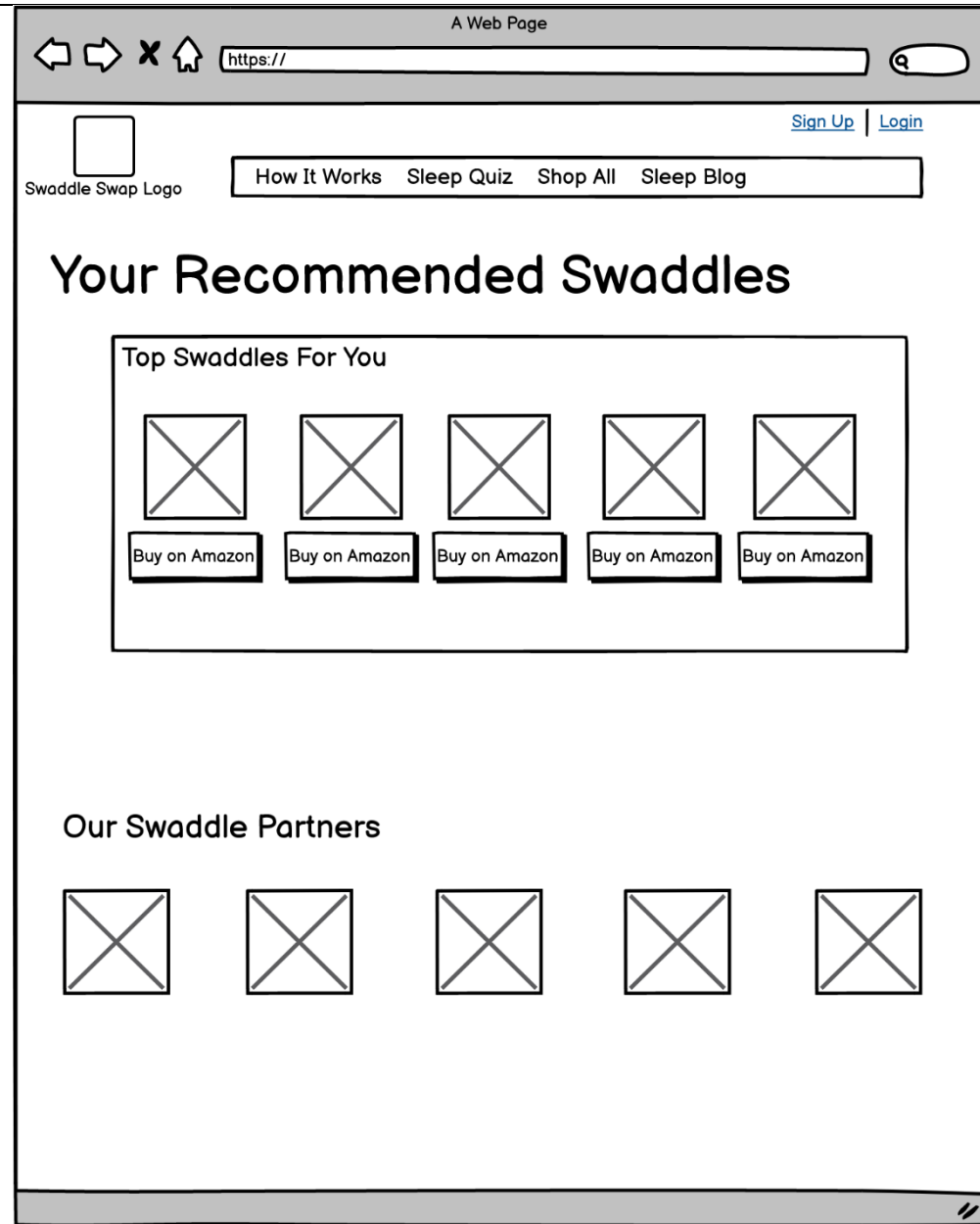
Story Boards

2. Nancy New Mom is taken to the Quiz page and fills out the 5 answers quiz around her baby's sleep. She will also insert her email address on this page to get results.



Story Boards

3. After filling out the quiz, the site recommends the top 5 swaddles to Nancy New Mom. She can choose from the affiliate links to determine which swaddle she would like to purchase.



Story Boards

3. (STRETCH ROUTE) After filling out the quiz, the site recommends the top 5 swaddles to Nancy New Mom. She decides to rent all 5 of them and moves to the Sign Up Screen

A Web Page

https://






Sign Up | Login

Swaddle Swap Logo

How It Works Rent Return & Buy Sleep Blog




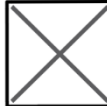
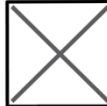
Rental Cart

1 Decide on The Right Swaddles

				
<input type="radio"/> Rent	<input type="radio"/> Rent	<input type="radio"/> Rent	<input type="radio"/> Rent	<input type="radio"/> Rent
<input type="radio"/> Buy	<input type="radio"/> Buy	<input type="radio"/> Buy	<input type="radio"/> Buy	<input type="radio"/> Buy
<input type="radio"/> Pass	<input type="radio"/> Pass	<input type="radio"/> Pass	<input type="radio"/> Pass	<input type="radio"/> Pass

Check Out

Our Swaddle Partners

				
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Story Boards

4. (STRETCH ROUTE) After selecting all 5 swaddles to rent, Nancy New Mom is prompted to sign up for an account or Login.

A Web Page

https://

Sign Up

First Name

Last Name

Email Address

Username

Password

Enter Password

Sign Up & Login

Story Boards

5. (STRETCH ROUTE) After signing up, Nancy New Mom is directed to the payment screen and finalizes her checkout.

Offline Experience – The swaddles will then ship to Nancy New Mom and she will have 14 days to try the swaddles prior to deciding whether or not she wants to buy them or not.

Stretch Assignment

Swaddle Swap Logo

[Sign Up](#) | [Login](#)

[How It Works](#) [Rent](#) [Return & Buy](#) [Sleep Blog](#)

Payment Information

2 Credit Card

Shipping Information

First Name

Last Name

Address 1 Address 2

City State ZipCode

Billing Address

First Name

Last Name

Address 1 Address 2

City State ZipCode

Credit Card Information

Name on Card

Card Number

Expiration Date CCV

Pay & Finish

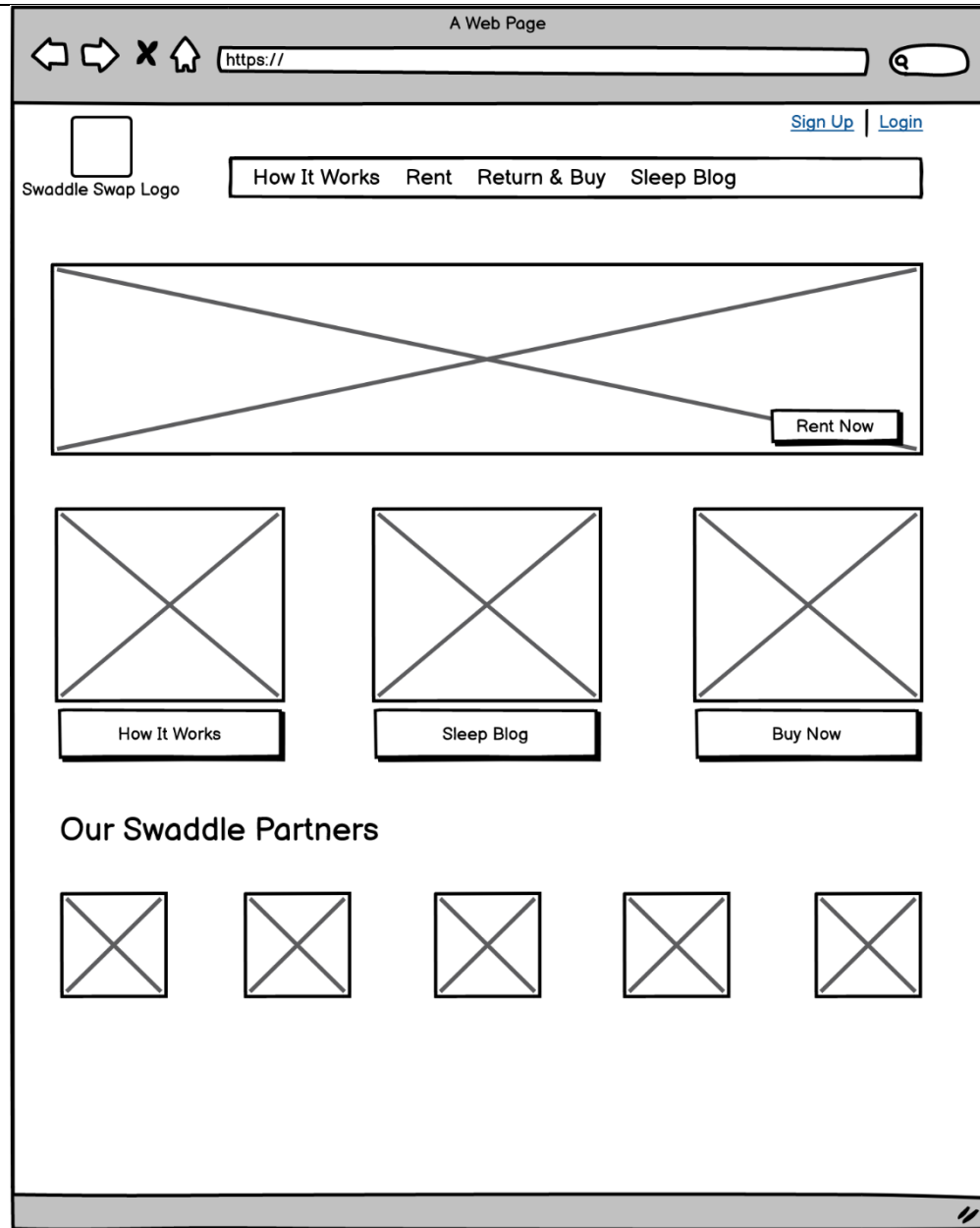
Story Boards

Return & Buy (Stretch)

Nancy New Mom has tried the 5 swaddles that she rented and is ready to buy 2 of them and return 3 of them.

Story Boards

1. Nancy New Mom starts on the home screen and then selects "Return & Buy".



Story Boards

2. The site prompts Nancy New Mom to login and directs her right to the Return Cart screen.

Stretch Assignment

A hand-drawn storyboard of a web browser window. The browser's title bar is labeled "A Web Page". The address bar contains "https://". The main content area displays the word "Login" in a large, bold font. Below this, there are two input fields labeled "Username" and "Password". To the right of the "Password" field is a "Login" button. Below the input fields, there are two links: "Forgot Password" and "No Account? Sign Up". The browser window has a grey border and a search icon in the top right corner.

Story Boards

3. On the Return Screen, Nancy New Mom selects 2 to Buy and 3 of the Swaddles to return.

Stretch Assignment






Swaddle Swap Logo

[Sign Up](#) | [Login](#)

[How It Works](#) [Rent](#) [Return & Buy](#) [Sleep Blog](#)




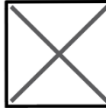
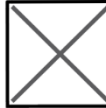
Return & Buy

1 Decide on The Right Swaddles

				
<input type="radio"/> Buy <input type="radio"/> Return	<input type="radio"/> Buy <input type="radio"/> Return	<input type="radio"/> Buy <input type="radio"/> Return	<input type="radio"/> Buy <input type="radio"/> Return	<input type="radio"/> Buy <input type="radio"/> Return

[Check Out](#)

Our Swaddle Partners

				
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Story Boards


4. After selecting which Swaddles to buy, Nancy New Mom is directed to the Payment screen. She fills out the information and purchases the 2 swaddles.

Offline: Nancy New Mom needs to place the 3 swaddles that she did not buy in the preprovided shipping packaging and after it reaches SwaddleSwap it will update the status in her account.

A Web Page

https://

Sign Up | Login

Stretch Assignment  Swaddle Swap Logo

How It Works Rent Return & Buy Sleep Blog

Payment Information

2 Credit Card

Shipping Information

First Name

Last Name

Address 1 Address2

City State ZipCode

Billing Address

First Name

Last Name

Address 1 Address2

City State ZipCode

Credit Card Information

Name on Card

Card Number

Expiration Date CCV

Pay & Finish

Story Boards