## 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.

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| 1. Nancy New mom lands on the SwaddleSwap home page and clicks “Take the Quiz”. | Diagram, shape  Description automatically generated |
| 1. 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. | Diagram  Description automatically generated |
| 1. 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. |  |
| 1. (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 | Diagram, whiteboard  Description automatically generated |
| 1. (STRETCH ROUTE) After selecting all 5 swaddles to rent, Nancy New Mom is prompted to sign up for an account or Login. | Text  Description automatically generated |
| 1. (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. | Text  Description automatically generated |

## 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.

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| 1. Nancy New Mom starts on the home screen and then selects “Return & Buy”. | Diagram, shape  Description automatically generated |
| 1. The site prompts Nancy New Mom to login and directs her right to the Return Cart screen. | Graphical user interface, text  Description automatically generated |
| 1. On the Return Screen, Nancy New Mom selects 2 to Buy and 3 of the Swaddles to return. | Diagram, text, whiteboard  Description automatically generated |
| 1. 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. | Text  Description automatically generated |