Scenario 1

Jane is beginning her semester at UNCC. She receives an email prior to class from her instructor talking about the new calendar integration system from CalSmart. Included in the email are links to tutorials from CalSmart.com. She is also given a first assignment by her teacher to complete the quick tutorials.

Jane completes the tutorials and is ready to go for her semester.

Janes first week of class presents several quizzes from reading assignments. She uses Calsmart’s recommendations for time management and completes the assigned quizzes on time.

During week 2 Jane is presented with real time suggestions on how to update and improve her workflow over the previous week. She finds that she is spending less time on assignments as the time management is handled for her.

Jane tells her friends about her use of CalSmart and how it is improving her time management. One of her friends, John takes the suggestion and begins using Calsmart also.

Calsmart receives great reviews at the end of the semester from both Instructors and students. Time is spent on the break between semesters improving the integration and making suggestions to the institutions using the product.

Scenario 2

Joe receives an email about a new calendar integration product from CalSmart. He completes the tutorials because he wants to do well in class. He thinks that after the assignment he may not use CalSmart.

Joe completes the work for his courses on his own time, just barely before the submissions are due. He is already stressing about his semester.

Calsmart sends Joe weekly suggestions about how he can improve his time management in week 2. Joe reluctantly uses the suggested timeline for the week and finds that he is more successful.

Joe continues to use Calsmart throughout the semester and his grade improves gradually all semester.

Joe recommends CalSmart to his little brother who is also at UNCC. Both brothers use the product over their time in school and graduate with honors.