

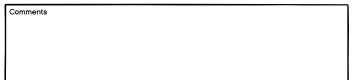




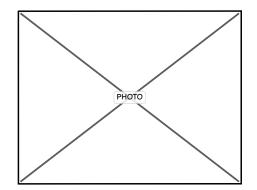
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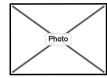


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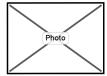


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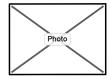
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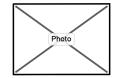
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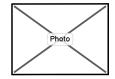
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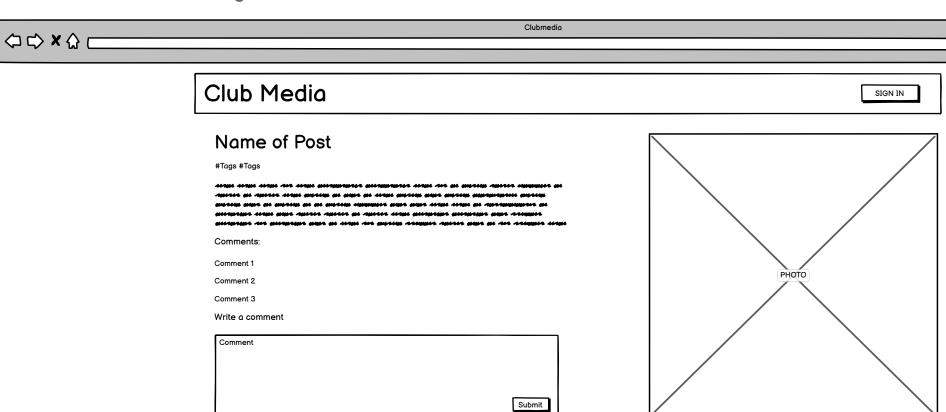
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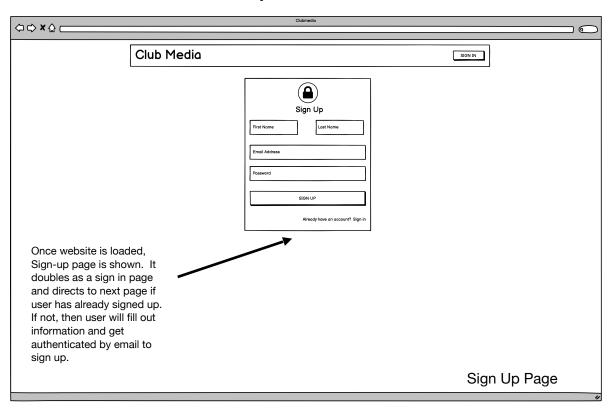
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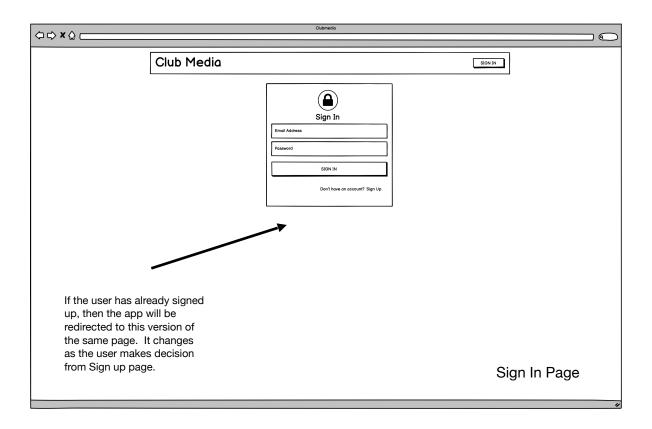
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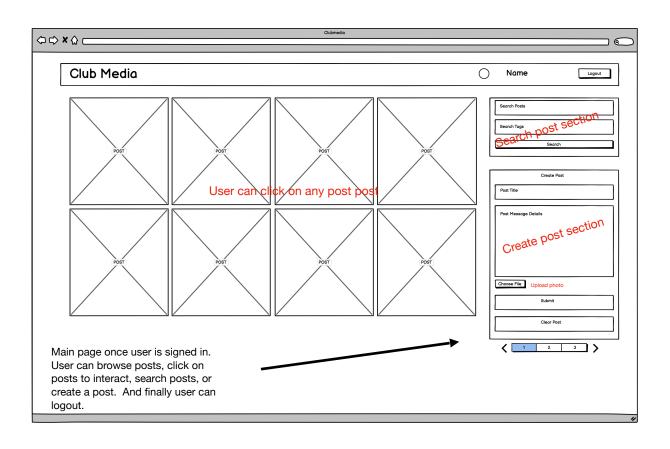


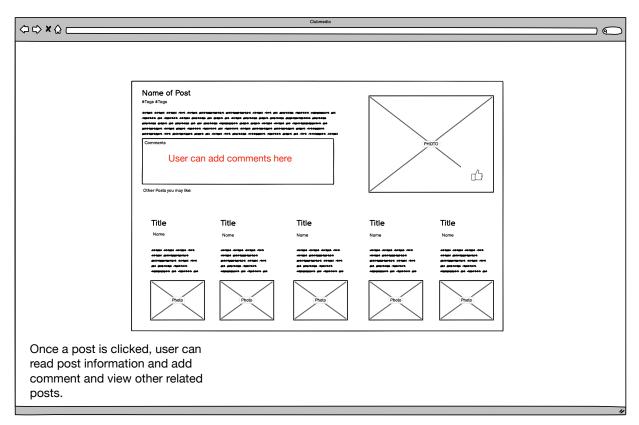


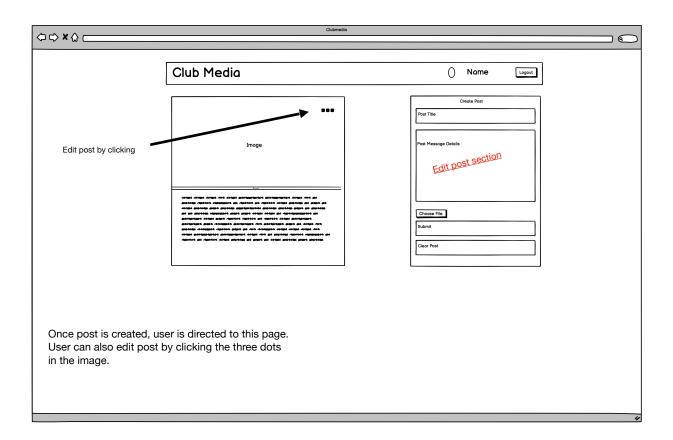
Storyboard interaction











CLUB MEDIA PERSONAS



Peggy Gibson

Background:

- Single
- Yoga studio owner
- College graduate
- Works as a Yoga instructor

Demographics:

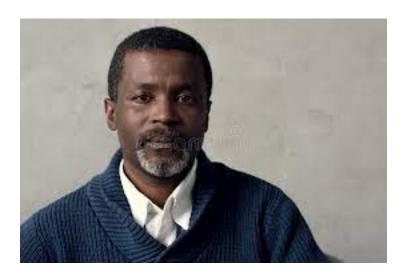
- 26 Years Old
- Income of \$78K per year
- · Has small home in Oceanside, CA.

Identifiers

- Very active social life
- Technically sound
- Loves to travel
- Has many friends

Scenario: needs a network for her business and clients - will purchase the application

CLUB MEDIA PERSONAS



Raymond Littles

Background:

- Married Father of three grown kids
- EX-Military
- Some college
- Works as a Union Welder

Demographics:

- 53 Years Old
- Family income of \$90K per year
- · Resides in a two-story home in Pittsburg, PA.

Identifiers

- Belongs to a local gun club
- Average technical savvy
- Spends time tinkering in garage
- Calls ex military friends often

Scenario: looking for a way to post and share ideas about gun club with all members at once

CLUB MEDIA PERSONAS



Sam Ford

Background:

- Married with 4 kids
- Former police officer
- Works as an Attorney

Demographics:

- 35 Years Old
- Income of \$150K per year
- Lives in suburbs of Seattle WA.

Identifiers

- Family oriented.
- Coaches his children's youth football team
- Buys tech gadgets and watches YouTube tech influencers

Scenario: looking for a way to communicate with the team and post schedules - will purchase the application

CLUB MEDIA STYLE GUIDE

Styles Used

I will use the basic Material UI and Bootstrap for the styles and the colors are Red, White and Blue. The font is Helvetica.

CHANGES AND ADDITIONS:

* Added like buttons to the respective pages.

STRETCH FEATURE:

From the feeback that I received, a stretch feature that is not part of my MVP and would be later added on would be the addition of direct messages.