

## Storyboarding

During the storyboarding, I learned a lot about my target audience, the app's function and goals, while creating a few scenarios in which it would be used. In my first rendition of storyboarding, I failed to fully explain the app's purpose. It came across as simply showing the deals around town, rather than a mini survey which would suggest the best places to eat (including deals) based on your responses. Furthermore, it was hard to show all the scenarios in which someone would use the app, but I could show more than just one.

However, I think I did do a good job in showing that the app was not simply another UrbanSpoon or Yelp. Especially in my second storyboard, the app came across as something new and specifically to UC Davis students. Additionally, the storyboarding process made it clear that the interface should be primarily for the phone, because of the convenience and the fact that most people will use this on while either in their apartment or on the move.

First Draft



Second Draft

