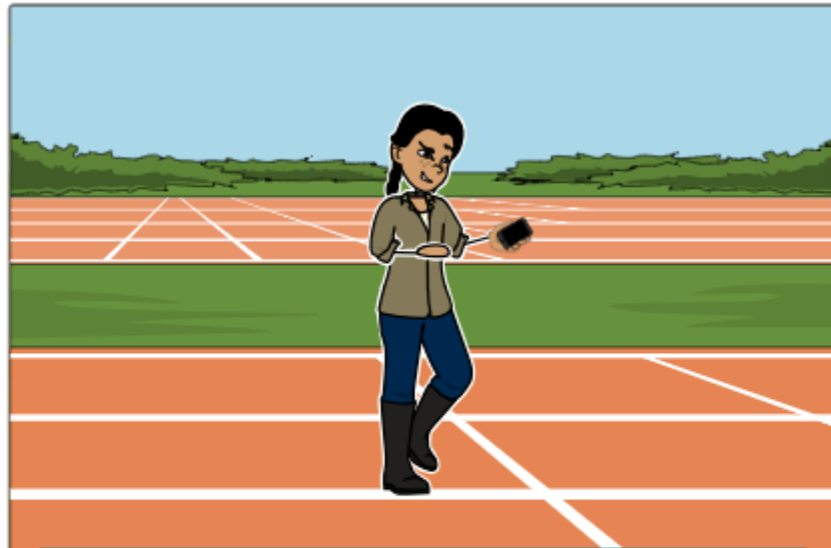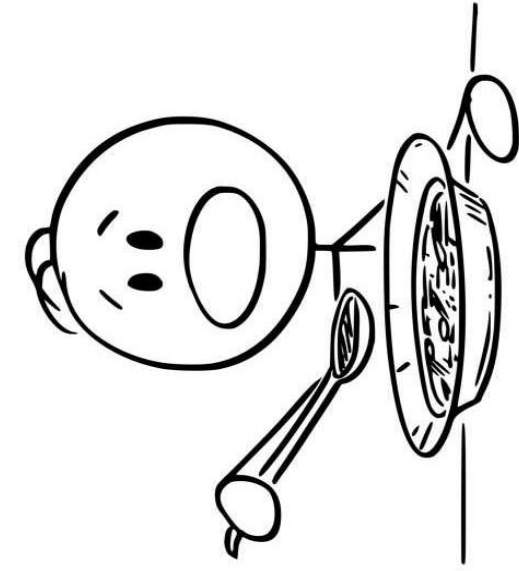Joan, a dedicated teacher, juggles her classroom responsibilities
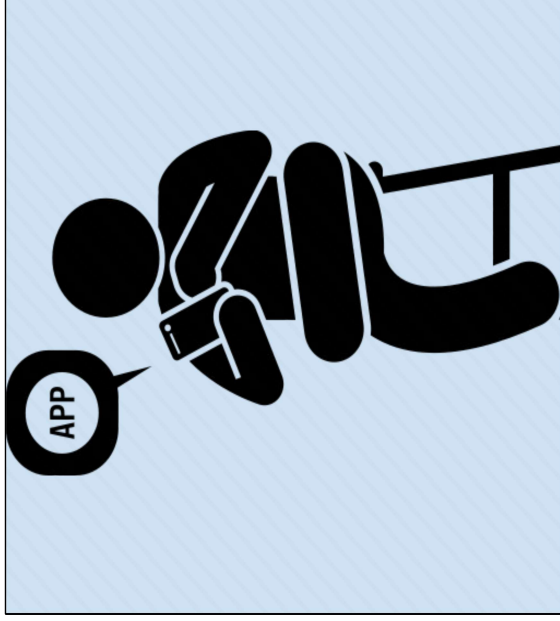
During her break, Joan efficiently uses the app to log her meals and plan her workouts
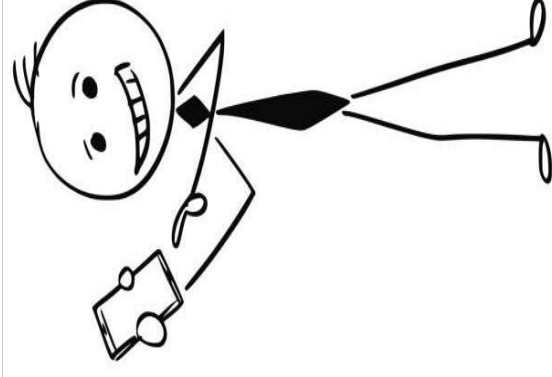
Feeling accomplished, Joan checks her progress, fueled by the app's positive feedback and motivation
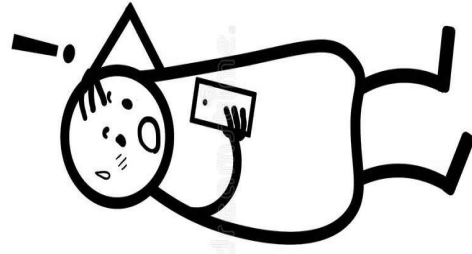
Finds an app that catches his interest.

Eating food while using app to track calories and other nutritional information

Looking for apps to track calories and other types of data.

Using recipe that are recommended on the app.

Eating food and wondering how many calories it is.

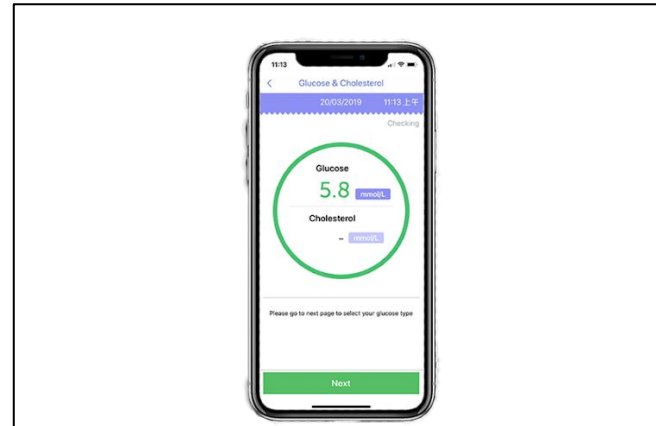Surprised at how many calories and fats the food he eats has.

Bob just ate food. Wants to track his caloric intake
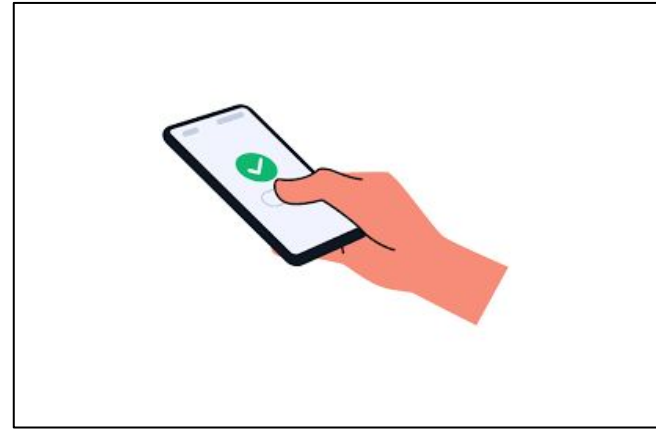
Bob opens the app and inputs his daily calorie max
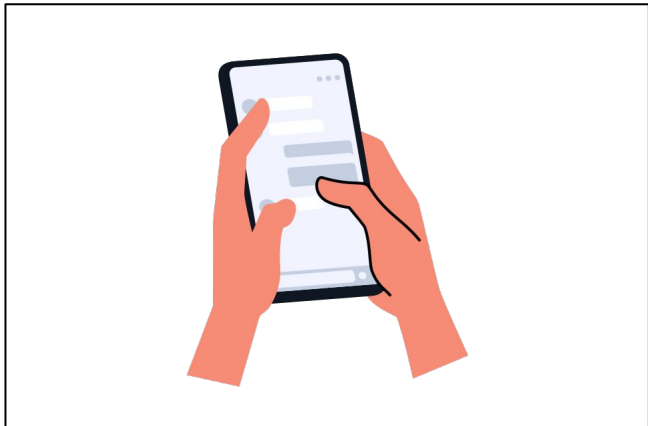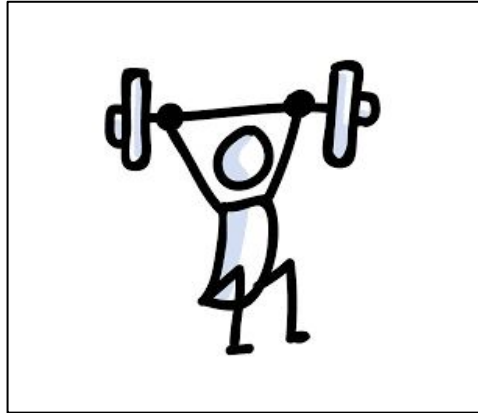

Clicks on the add food button and adds what he ate

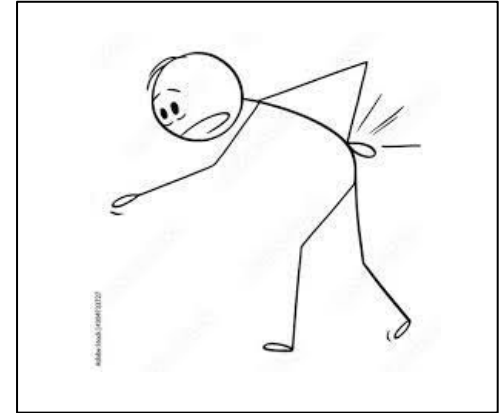The calorie meter increases based on the max calorie for the day

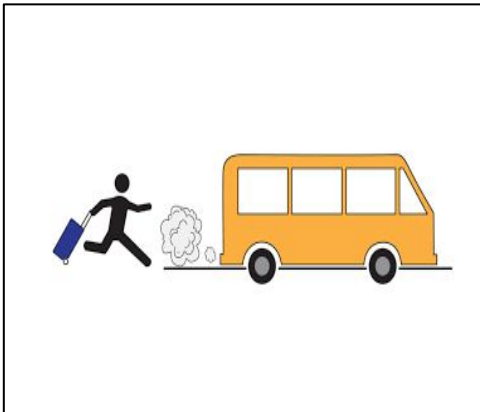# Storyboard: Naomi Suzuki, College Student, Working out without app

Naomi goes to the gym with a unclear and confusing workout plan from the internet that doesn't cater to her needs
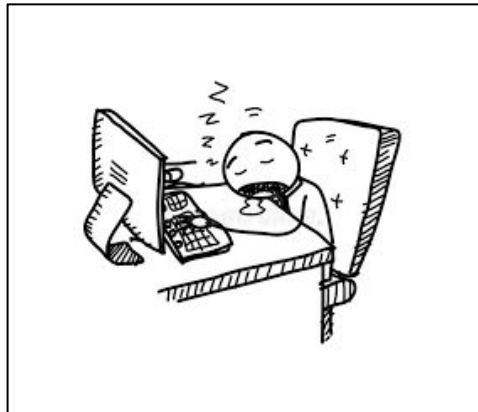

She works out with no real idea on how much she did or has to do.
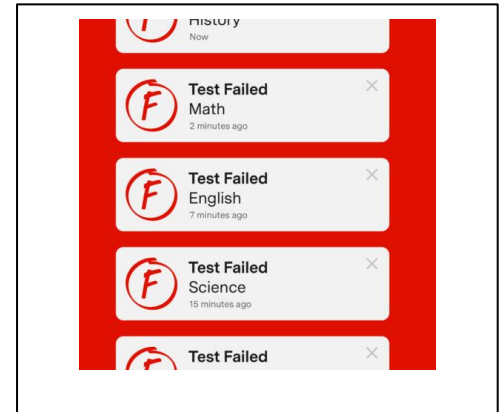

She injures herself due to a lack of knowledge on proper workout technique.

She misses the bus because of her injury and misses class.

She then loses sleep to try and learn her material in order to not fail her classes.

She fails her exams.