

Sydney Oklota



Skylar and her friends love to go out and party regularly. They stay up late and wake up early the next day for classes. Although her and her friends know it is not healthy, they rarely drink enough water. They have a hard time remembering to do so and don't find too much importance in the matter.



One day at lunch, Skylar saw an instagram ad for a new app called WaterApp. The concept interest her and she consulted with her friends. They all decided to download and give it a try thinking, "Why not!"



They downloaded the app and soon it was all they could think about. The app even gave reminders whenever they began to slack off.



The girls started to realize that they could compete with each other with how much water they drank. Soon, their competitive spirits took over, and they were all constantly drinking water.



The girls still continued to party, but they felt much better knowing their bodies were in better shape.



They also found they were feeling much more energized and performed better in their classes. WaterApp truly impacted their lives and allows them to be healthier and happier.



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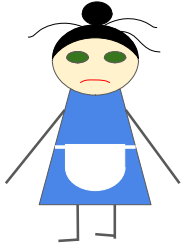


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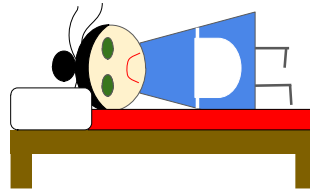


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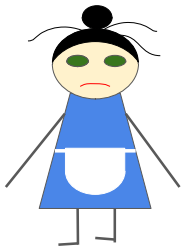
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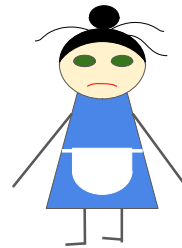
Diane is a single mother of three and works herself to exhaustion to care for her children.



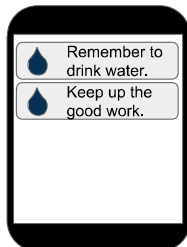
She suffers from constant headaches and cannot spend as much time with her children as she would like.



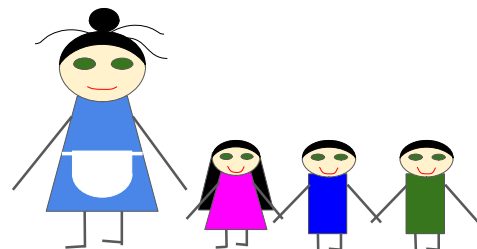
Diane Sharpe has just been diagnosed with chronic dehydration by her doctor



Diane downloads the Water App, hoping that it will help her to stay hydrated

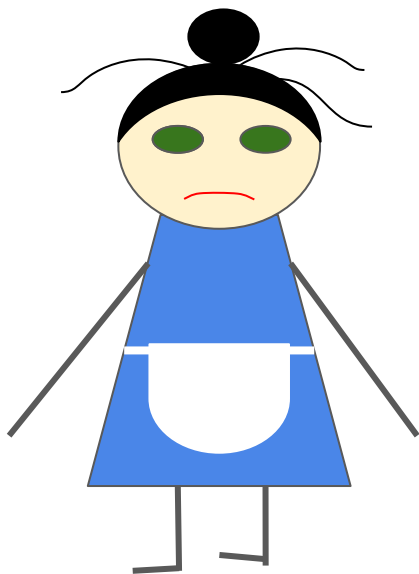


The Water App sends Diane notifications reminding her to keep hydrated and encouraging her throughout the day.

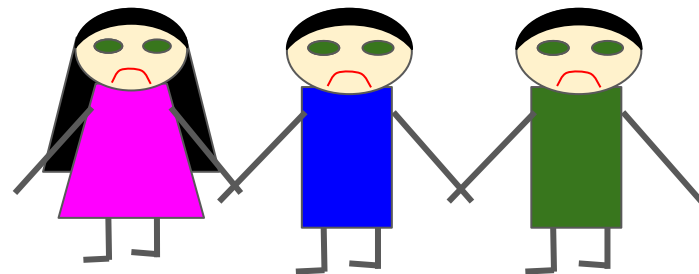
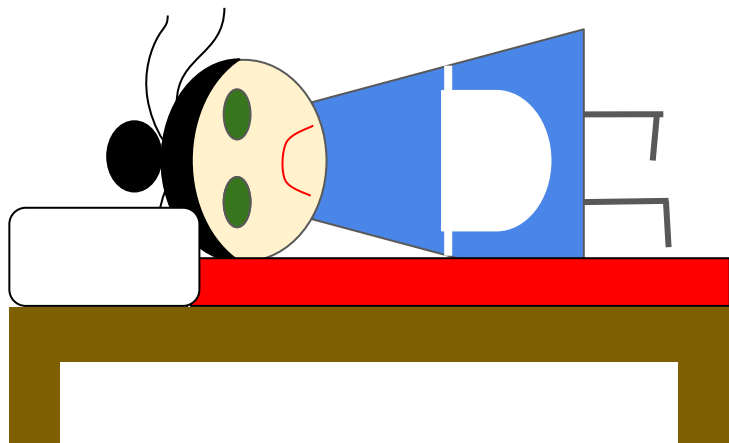


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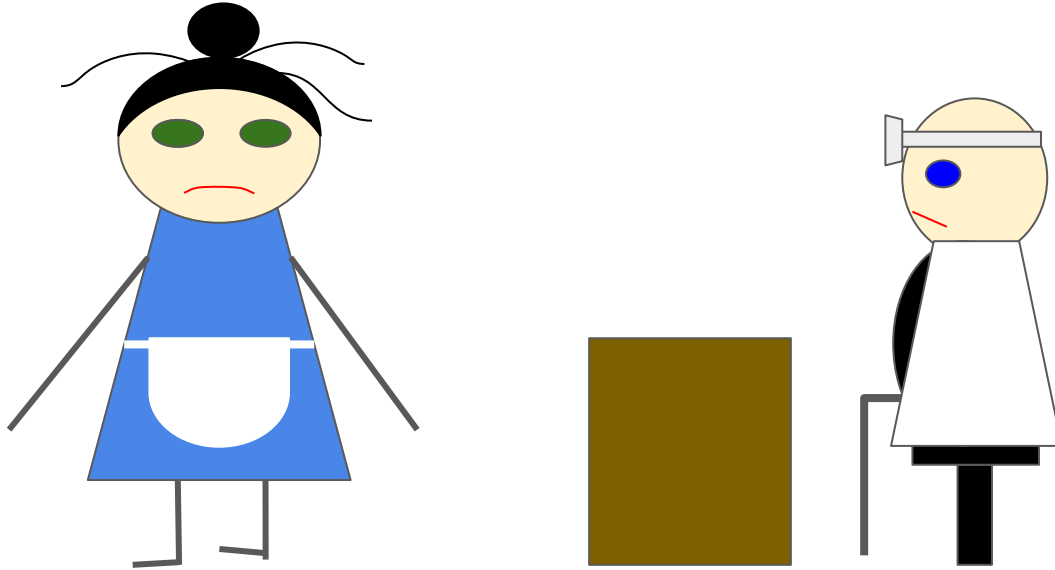




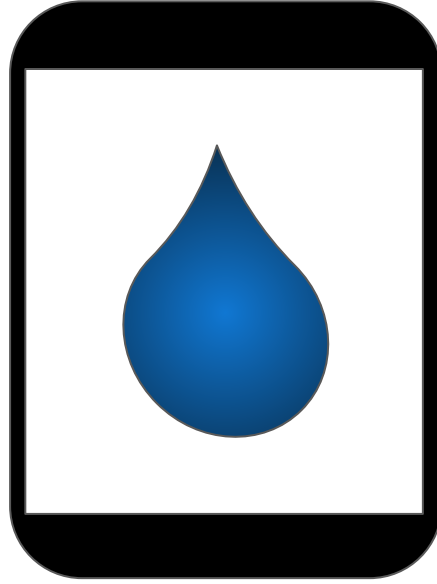
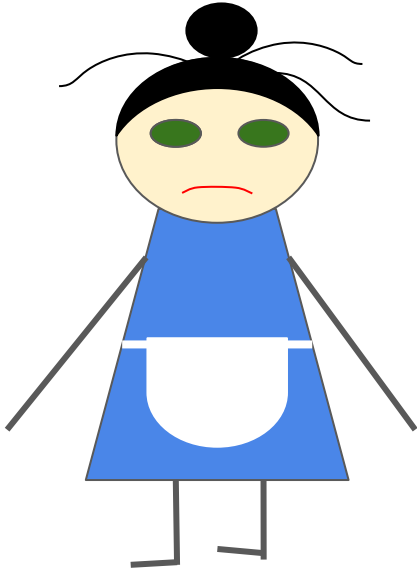
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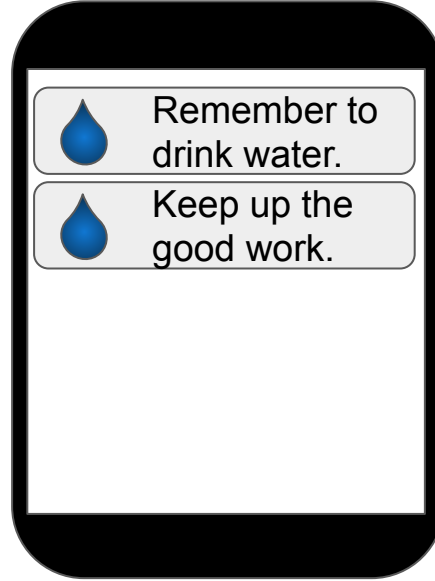
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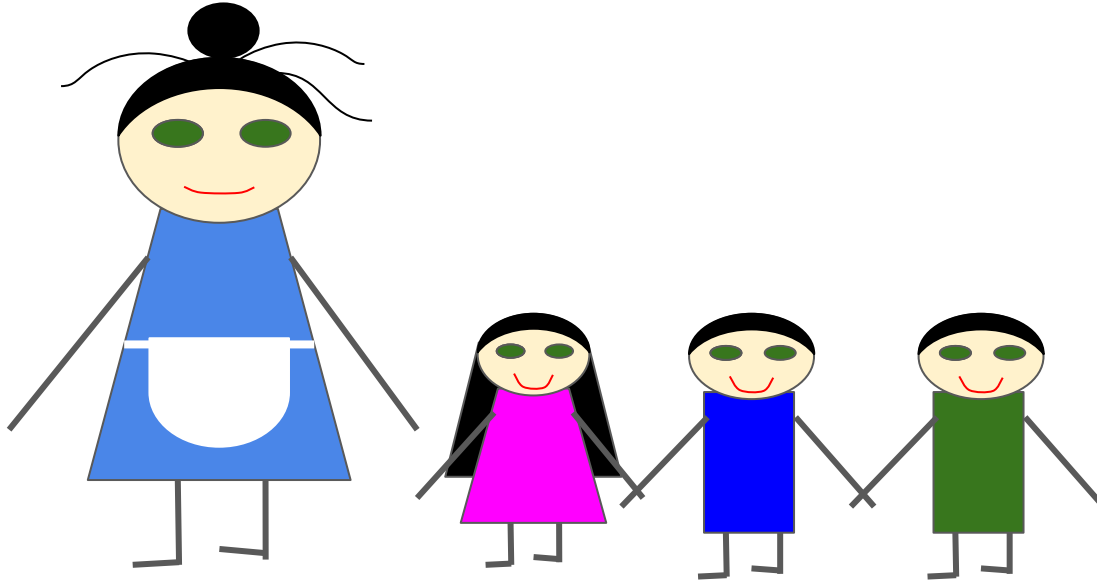


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Bob is tired of getting dehydrated, and needs to drink more water to stay healthy, but forgets.



Bob sees an ad on social media about a drink water reminder app.



Bob downloads the WApp and starts the free trial. He sets up his account and enter his info.



Because Bob is a student he has to study as well. It is 8 A.M. in the morning and has not drank water yet and does not realize he needs to drink.



He gets a reminder from WApp to drink water and he gets very happy that the app is keeping him healthy.



Because of the reminders the WApp sends out, Bob is now staying hydrated and is able to play even better.



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Miriam's alarm goes off - it is time to go to her grandson's soccer game.



Miriam drives to her grandson's game. She does not notice when WApp (Water App) gives her a notification that she needs to drink water.



Miriam arrives at the soccer game. She is not feeling too great, but does not notice.



Miriam's grandson does very well at the soccer game. However, Miriam is starting to feel a little light-headed, which her daughter notices.



Miriam's daughter checks her WApp and sees that Miriam has not logged any water-drinking today. She tells Miriam she should drink water.



Miriam drinks some water and begins to feel much better. She makes sure to log the amount of water she drank on her WApp.



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