



Summer Nichols: The New Transplant

Scenario: Summer is an engineer that moved here last month to be closer to work. She hates being stuck in traffic and prefers to walk or take a bike whenever possible. She is hungry and looking for a place to eat dinner tonight.

Goals

- To get Summer to choose a place to eat nearby.
- To give Summer directions via walking path.
- For Summer to learn about and connect to her city along the way.

Expectations

- Multiple methods to search or browse restaurant
- Ability to join waitlist ahead of time.
- View Walkability and Bike route options.
- Ability to get directions to destination.
- Ability to filter places through price range.
- Easy to read and browse.

DISCOVER

- Opens CommUnity app
- Taps on "Spotlights Near You"
- Scrolls through listings.
- Searches "Mexican Restaurant"



"I'm starving. I wonder what I should have for dinner."



CHOOSE

- Sets filter for Prices, and "Open Now"
- Views listings by location.
- Reads business summary and browses pics.
- Views the map's traffic and walkability of the area.
- Decides on Marix Restaurant.



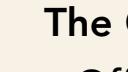
"I shouldn't spend too much on dinner."



RESERVE

- Taps the "Join Waitlist" button
- Enters contact information and confirms.
- Receives confirmation notification.

"I hope I don't need to wait when I get there."



GO

- Taps the "Get Directions" button.
- Views via walking route.
- Starts walking to the restauraut. She follows directions on app.
- App prompts her to tap "About" Icon at a landmark site as she walks.
- She taps the icon, and places her phone up in front of her.

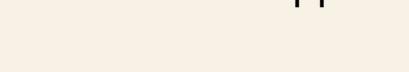
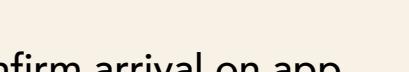
"That was easier than I expected it to be!"



ARRIVE

- She continues her walk following the directions from her app.
- She arrives at the restaurant.
- She is immediately seated.
- She eats her dinner.

"Yes! No waiting."



The Opportunities

- Highlight local businesses in the "Spotlight" section on the main page.
- Search option should be available on main, listings, and map pages.

Internal Ownership

- Marketing Team: send out weekly community spotlight blasts.
- Designer: product content

The Opportunities

- Business summary informs new transplant about the community.
- Routes can viewed for car, public transportation, walking, and bike paths.

Internal Ownership

- Web Team: Highlight local businesses in the "Spotlight" section.

The Opportunities

- Offer facebook log-in as well as option to set up account for non-members.
- Give an option to save info for future use.

Internal Ownership

- Web Team: Offer facebook log-in as well as option to set up account for non-app users.

The Opportunities

- Interactive AR helps new transplants learn about their community, giving them a connection and accountability for the existing community.

Internal Ownership

- UX Team: Use AR to make interactive, delightful feature by applying fun community facts over actual footage through camera.

The Opportunities

- Can check in and confirm arrival on app.

Internal Ownership

- Research Team: Test and check analytics to ensure low drop-off rate is minimal.