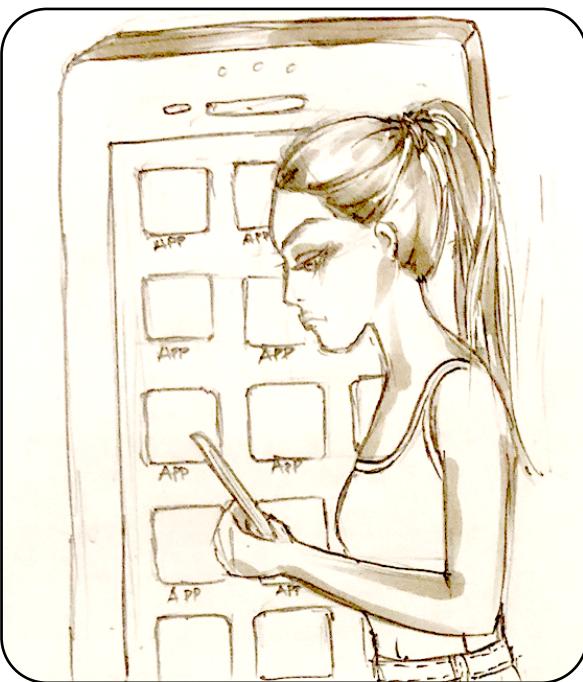


STORY BOARD



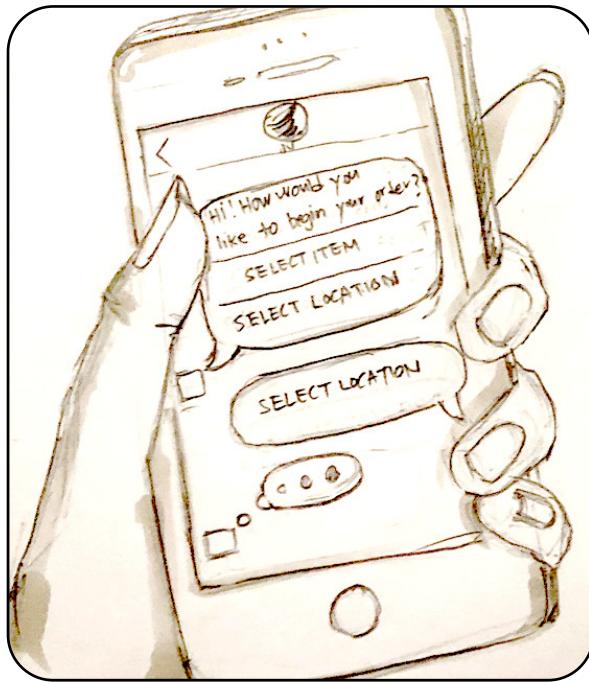
After finishing her history exam, Miranda decides to splurge on a drink at Jamba Juice. Since she is busy, she decides to pre-order her drink. After browsing through the menu, she decides she wants the Mango-a-Go-Go smoothie.



The Menu page does not allow an ordering option. When she figures out where to order, she realizes the page isn't responsive. She refuses to add anymore apps to her phone—it's already too cluttered. Frustrated, she settles for a coffee chain instead.



Two weeks later, she still has the Mango-a-Go-Go smoothie on her mind. She checks online once more, to see if she can try to figure out how to pre-order it online.



When she checks their website, she is delighted to see that they have re-designed the site, making it mobile friendly. The process is simple and interactive.



She selects her drink, customizes her options, and chooses her location. Her order is confirmed within minutes.



She arrives at Jamba Juice, bypassing the line, and is happy that she does not need to wait in the line.