TAYLA:

SCENARIO: At the start of this month, Tayla made a mental note to herself that she wants to change her food consumption behavior this month as a personal challenge. She will eat less red meat, less sugar, and use less plastic this month. At the end of the month, Tayla wants to know how she is doing on these goals. She goes on the app, and presses the center "+" button to upload the photos of the grocery market receipts that she saved from this month. She presses on her own profile to see a detailed breakdown of her meat consumption, percentage of sugar consumption, and plastic use this month based on the receipt that she inputted. When she presses into a category, a chart and graph pops up so she can view her progress easily. Tayla learns that although her meat consumption percentage decreased, her plastic use actually dramatically increased. She presses on the "goal" tab in the app, and sets "diminishing plastic use" a top priority for next month.

INITIATION:

Tayla wonders if she achieved her goals this month.

Although she loves organizing and data analyzing, taking track of her own behavior takes so much time.

Tayla wishes there's a way of knowing how she on her goals without having to spend a lot of time.

INPUTTING DATA:

Tayla collects her grocery receipts and uploads it into the app.

FEEDBACK STAGE:

The app provides detailed analysis/breakdown of her food consumption this month.

GOAL-ACHEIVING:

Tayla got exactly what she wanted! She wanted a quantitative measurement of how well she's achieving her personal goals and she got it!