

TITLE \_\_\_\_\_ Persona Storyboard \_\_\_\_\_  
NAME \_\_\_\_\_ Matt \_\_\_\_\_



My brewery is horribly mismanaged,  
I need to go to business school!



I Cant find my classes! I am going to  
be late! What should I do?



What do all the students here use  
to get around? I have to ask somebody!



All the kids here use this app that  
shows the quickest walk to all of  
your classes! It's the best!



Wow this is so convenient, now I  
can get to class on time and have all  
the information I need !



Thank you, until further  
\_\_\_\_\_ notice Unnamed App! \_\_\_\_\_  
This is amazing!