

MEAH HOPKINS

INFM 480

CAPSTONE – PERSONA & STORYBOARD

### Project topic:


The purpose of this project is to design an application that will allow users to scan the PLU codes of their perishable groceries before they store them in the refrigerator. This, in turn, will set them up to receive notifications to their smart devices about when foods are approaching their expiration dates.

### User task list summary:

- Download SmartScan App
- Create an account
- Scan PLU codes
- Manually enter produce information
- Look up expiration dates for groceries already scanned

### Persona 1:

#### CHERYSE



"Life is too beautiful to live it in disorganization"

**BIO**  
Cheryse is a married 41 year-old mother of 4 who quit her job with corporate America to be a stay-at-home mom. She currently resides in rural Pennsylvania and raises chickens and a few sheep. She struggles everyday to maintain order in her home which is especially challenging since she homeschools her 2 youngest boys. Keeping up with daily chores and finding ways to maintain balance between her childrens' schoolwork and leisure time, while carrying out wifely duties leaves her with very little time to focus on selfcare.

**BEHAVIORS**

- ~ Tends to farm animals
- ~ Streams on YouTube to look up recipes
- ~ Attends church on Sundays


**GOALS**


- ~ Getting children through grade school
- ~ Starting her own YouTube cooking channel
- ~ Patenting her own kitchen spices


**FRUSTRATIONS**

- ~ Cheryse struggles with her mental health due to lack of time to decompress


**PERSONALITY**


Judging Perceiving  



Analytical Creative  


Extrovert Introvert  



**MOTIVATIONS**

Social 

Pride 

Achievements 

**BRANDS**



**Purpose of using app:** To download the application and create an Account

## User Scenario:

- Cheryse wants to download the SmartScan app
- She wants to create an Account on the SmartScan app
- She downloads the SmartScan app on her iPhone
- Cheryse clicks on the Create Account icon
- She enters her name, email address, and creates a password
- She clicks “Create Account”
- She clicks the Verify Email Address link
- She opens her email message and clicks “Confirm email address”
- She returns to the app and clicks “Complete Account Set-up”
- Cheryse logs out

## Cheryse’s Storyboard:



She downloads the SmartScan app on her iPhone



Cheryse clicks on the Create Account icon ...



and enters her name, email address, and creates a password.



She clicks "Create Account"



She clicks the Verify Email Address link



She opens her email message and clicks "Confirm email address"



She returns to the app and clicks "Complete Account Set-up"



Cheryse logs out

## Persona 2:

### VIRGINIA



"The goal is to get old!"

#### BIO

Virginia is an empty-nester currently residing in Queens, NY with her husband. She lives a very active life decorating for special occasion events and writing plays for her church's various holiday productions. She tries to practice eating well and exercising, but struggles to find time preparing meals at home.

#### BEHAVIORS

- ~ Scrolling Pinterest for decorating ideas
- ~ Checking and sending social media to solicit and maintain clientele
- ~ Streaming on YouTube to study playwriting

#### GOALS

- ~ Getting contracted to decorate for high-end celebrity homes
- ~ Turning her plays into big-screen films

#### FRUSTRATIONS

- ~ Virginia struggles find an assistant to assist with her various job demands
- ~ Her husband's declining health and lack of mobility make it difficult for her to focus enough on keeping her home organized and which makes it hard to concentrate on her work

#### PERSONALITY



#### MOTIVATIONS



#### BRANDS



**Purpose of using app:** To scan and upload the expiration dates of the perishable groceries she just purchased

**User Scenario:**

- Virginia wants to scan her groceries and put them away
- She logs into her SmartScan account
- She taps the “Start Scanning” link
- Virginia scans the PLU Code on her green bell pepper
- She clicks “Confirm Product”
- She clicks the Scan Next Item link and continues scanning remaining groceries
- She confirms her last product and clicks the “Finish” link
- She verifies her foods’ names and expiration dates are listed and clicks “Upload Items”
- She logs off

**Virginia’s Storyboard:**

The storyboard consists of four panels illustrating the user's interaction with the SmartScan app:

- Panel 1:** A hand holds a smartphone displaying the SmartScan login screen with options for "Log In" or "Create Account". The hand is tapping the "Log In" option. Below the image is the caption: "She logs into her SmartScan account".
- Panel 2:** The smartphone screen shows a welcome message for "Virginia" and buttons for "Start Scanning" and "Log Off". A hand is tapping the "Start Scanning" button. A thought bubble above the hand contains the text "Start Scanning". Below the image is the caption: "She taps the 'Start Scanning' link".
- Panel 3:** A hand holds a green bell pepper. A thought bubble above the pepper shows a barcode and a smartphone icon, indicating the scanning process. Below the image is the caption: "Virginia scans the PLU Code on her green bell pepper".
- Panel 4:** The smartphone screen displays "Green Bell Pepper" and a "Confirm Product" button. A hand is tapping the "Confirm Product" button. A thought bubble above the hand contains the text "Green Bell Pepper Confirm Product". Below the image is the caption: "She clicks 'Confirm Product'".



She clicks the Scan Next Item link and continues scanning remaining groceries



She confirms her last product and clicks the "Finish" link



She verifies her foods' names and expiration dates are listed and clicks "Upload Items"



Virginia Logs Off

## Persona 3:

### ANDREW



"You don't fall behind. You fail forward."

#### BIO

Andrew is a 26 year-old ambitious bachelor who works as an Elementary School teacher and personal fitness trainer. He recently relocated to Houston, TX and is trying to attract new clientele at the LA Fitness gym in his town, but is finding difficulty with competing with other trainers who have already achieved popularity at the facility.

#### BEHAVIORS

- ~ Working out
- ~ Grading students' homework
- ~ Creating curriculum-based assignments for students
- ~ Navigating social media pages to solicit new clientele

#### GOALS

- ~ Starting his own fitness club
- ~ Starting a YouTube channel and podcast to promote healthy living

#### FRUSTRATIONS

- ~ Struggles to pay his bills due to low-paying job as an Elementary School teacher
- ~ Sees peers excelling in their careers while he faces challenges trying to establish himself in a new town

#### PERSONALITY

Judging Perceiving



Analytical Creative



Extrovert Introvert



#### MOTIVATIONS

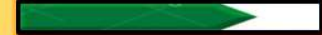
Social



Pride



Achievements



#### BRANDS



**Purpose of using app:** To manually upload his recently purchased perishables to the SmartScan app on his Smart Device

#### User Scenario:

- Andrew wants to scan the groceries he just purchased but they don't have PLU code stickers on them, so he has to manually enter them on his Smart device
- Andrew logs into his SmartScan account on his iPhone
- He taps the "Upload Manually" tab
- He pulls a head of Cabbage out of his grocery bag and starts typing "Cab..." in the screen search bar.
- When "Cabbage" appears, he taps the link.
- Andrew repeats this for other groceries until complete
- He clicks the "Finish" tab
- Andrew verifies his foods' names and expiration dates are listed and clicks "Upload Items"
- He taps the "Log out" tab

## Andrew's Storyboard:



Andrew logs into his SmartScan account on his iPhone

He taps the "Upload Manually" tab



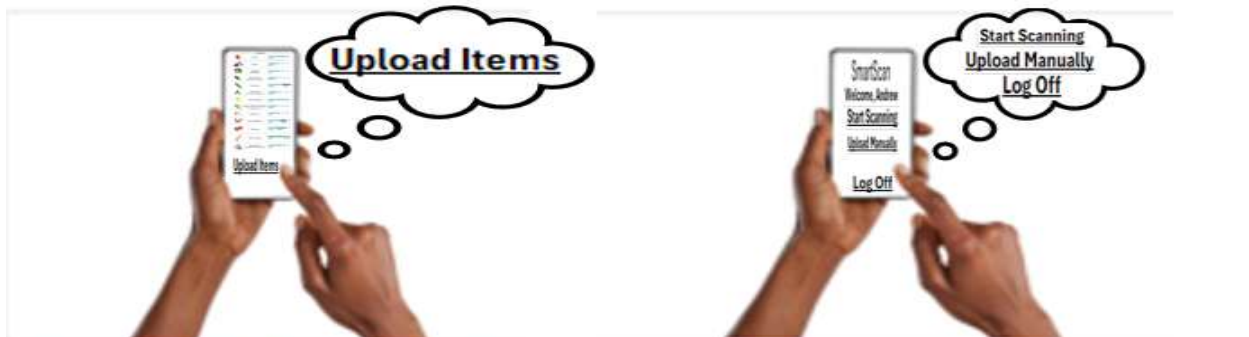
He pulls a head of Cabbage out of his grocery bag and starts typing "Cab..." in the screen search bar

When "Cabbage" appears, he taps the link



Andrew repeats this for other groceries until complete

He clicks the "Finish" tab



Andrew verifies his foods' names and expiration dates are listed and clicks "Upload Items"

He logs off