

Story Board

STORYBOARD: AN ELDERLY INTERNET USER EXPERIENCE



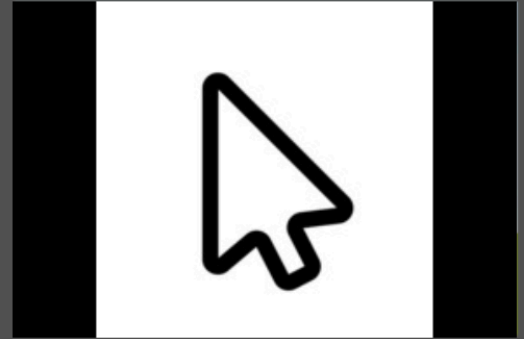
SCENE 1

A elderly internet user is going to look up electronic products on Kroger.com



SCENE 2

The user finds that the website uses texts that is very small and hard to read and becomes disgruntled.



SCENE 3

The user changes the website mode to "user friendly" mode



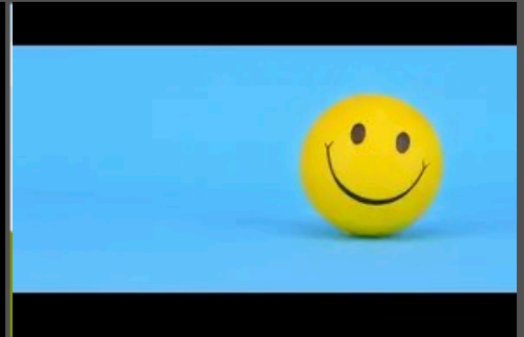
SCENE 4

Now the website text is enlarged



SCENE 5

The user can now easily find the electronics section of website



SCENE 6

The user is now happy!

STORYBOARD: USER TRYING TO FIND DIGITAL COUPONS



SCENE 1

The user is trying to find the digital coupons on Kroger.com



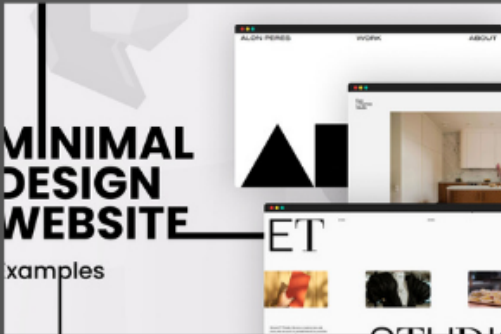
SCENE 2

Too much information is presented to the user on the homepage, making it hard for the user to find the digital coupons



SCENE 3

The user enables the "user friendly" mode



SCENE 4

The information is now presented in a minimalistic design, making it easier to find what the user needs.



SCENE 5

The user finds the digital coupons on Kroger.com



SCENE 6

User can now save more when shopping on Kroger.com

