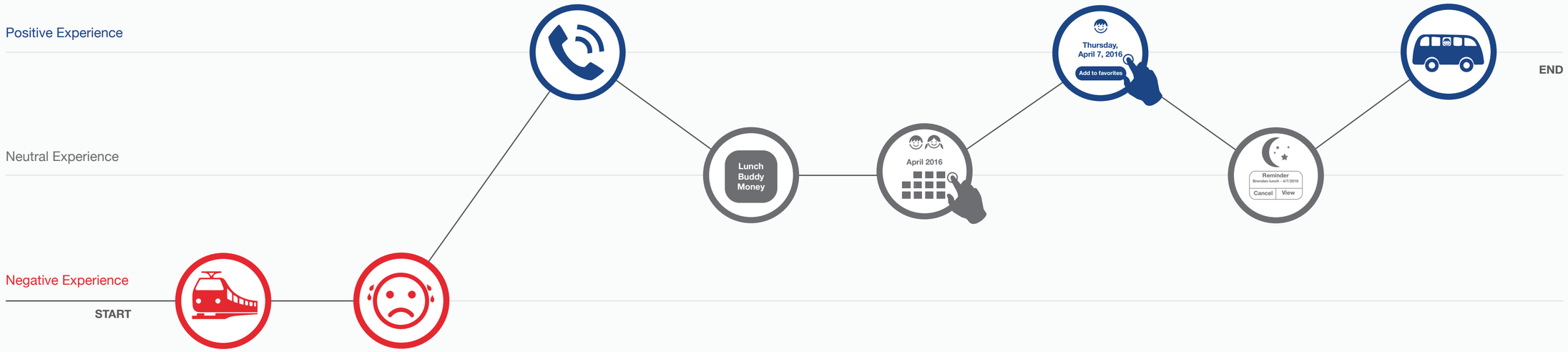
TRACKING FAVORITE MEALS WHILE ON THE GO

PHASES	AWARENESS	ACCESS LUNCH CALENDAR AND MENU	TRACK FAVORITE SCHOOL LUNCHES	STAY INFORMED

EXPERIENCE AND EMOTION

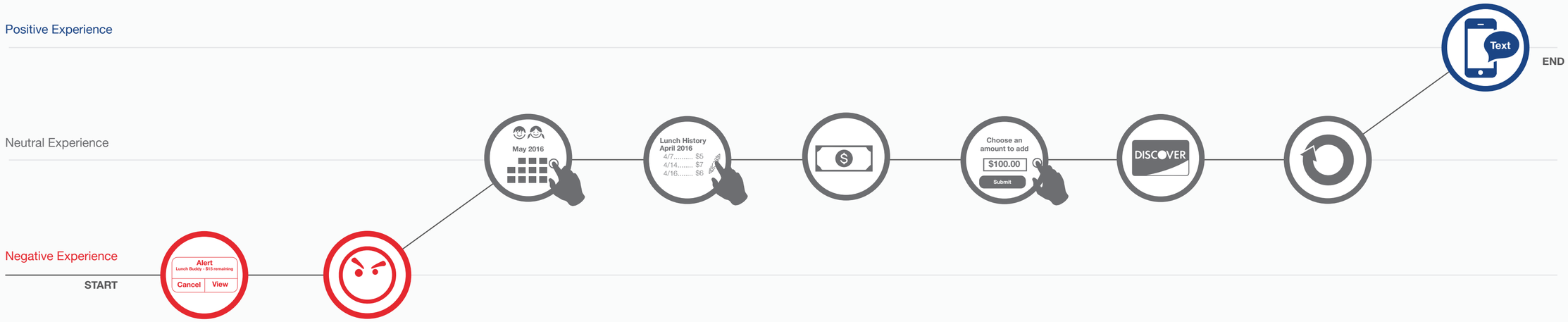


ACTION	**Busy and on the go** While on the subway ride back home after work on Monday, Sam realizes that she forgot to plan for her children's lunch that day.	**Feels stressed** Panicked she calls her husband, Jorge, to see if he remembered to pack a lunch today for Hailee and Brendan, their two kids.	**Plan for the week** Jorge assures Sam that he packed a lunch for today. However, they have a busy rest of the week so he asks Sam to look at this week's lunch menu to see which days the kids should have in-school lunch.	**Access the app** To view the upcoming lunch options for her two children, Sam opens the school's "Lunch Buddy Money" app on her iPhone.	**Calendar** To help plan for this week, she selects the menu options for each child by clicking on their name/icon and looking at the calendar view, which describes the options.	**Select lunch** She notices that on Thursday, the school is serving mac and cheese – one of Brendan's favorites. Therefore, she "favorites" it so that she'll be reminded the day before.	**Reminder** On Wednesday night, a day before the lunch, a calendar notification goes off on the device. For additional lunch details, Sam clicks "View."	**Off to school** The next morning Sam and Jorge drop Brendan off at school and know that he will eat in-school lunch that day.
WHAT THEY ARE THINKING/SAYING	Ugh...It's 7pm and I'm so tired...What a long day at work. I feel like I forgot to do something today.	Oh no, I forgot to pack a lunch for the kids today! Jorge, did you remember to pack a lunch for Hailee and Brendan?	Phew, you're a lifesaver Jorge. Since I still have 20 minutes left before I get home, I'll take a look at the menu for the rest of the week.	I wonder what lunch options the kids have this week.	Let's first see what lunch options are available for Brendan.	It looks like the school is serving mac and cheese on Thursday. Let's plan for in-school lunch on Thursday and add this is to Brendan's favorites.	Hey Jorge – Brendan will be eating at school tomorrow so we don't have to pack his lunch.	Bye Brendan! Have a great day at school!
DIGITAL TOUCHPOINTS			Make a phone call	Visit the mobile app	View the calendar feature	Use the "Add to Favorites" feature	Read a notification reminder	
DEVICE			Mobile	Mobile	Mobile	Mobile	Mobile	
LOCATION	On the go	On the go	On the go	On the go	On the go	On the go	At home	On the go

REFILLING LUNCH ACCOUNT WHEN FUNDS ARE LOW

PHASES	LOW FUNDS ALERT	LUNCH CALENDAR AND PAYMENT HISTORY	REPLENISH ACCOUNT WITH NEW FUNDS	AUTO-REPLENISH	CONFIRMATION

EXPERIENCE AND EMOTION



ACTION

LOW FUNDS ALERT	LUNCH CALENDAR AND PAYMENT HISTORY	REPLENISH ACCOUNT WITH NEW FUNDS	AUTO-REPLENISH	CONFIRMATION
Low funds At the end of the month, Jorge and Sam receive a notification stating that there is only $15 remaining on the account.	**Decision to add more money** Frustrated and feeling as though they just added funds to the account, Sam and Jorge discuss how much more money they should add.	**Estimate lunches** Jorge opens the app and looks at the calendar for both children to estimate how many in-school lunches the kids will eat next month.	**Lunch history** Jorge looks at the account balance and previous purchases to see how much each lunch costs, on average.	**Decide on funds** Based on their projection, Jorge and Sam decide to add $100 to the account to cover lunches for the month of May.	**Add funds** Jorge enters $100 to the funds field and clicks submit.	**Add a payment method** Jorge asks Sam which card they should use for the funds – they both agree to use the Discover card. They add the card to their account.	**Auto-replenish account** Once the funds are added, Jorge notices an option to automatically replenish the account. After talking with Sam, they agree to auto-replenish the account with $100 whenever the balance reaches $15 or less.	**Confirmation** Sam and Jorge receive a text message notification stating that their balance is now $115. A few minutes later they receive another text message confirming that they now have auto-replenish set up.

WHAT THEY ARE THINKING/SAYING

LOW FUNDS ALERT	LUNCH CALENDAR AND PAYMENT HISTORY	REPLENISH ACCOUNT WITH NEW FUNDS	AUTO-REPLENISH	CONFIRMATION
“Hey Sam – it looks like we only have $15 left on the kid's lunch account. I'll take a closer look at the account.	“Ugh, didn't we just add money to this account? How much more should we add?	“I'll take a look at next month's menu options and think about which lunches the kids might want to have.	“Let's see how much we spent last month on the kids per meal. This might help us predict next month.	“I'm thinking we should budget for $100 this month. This way each of the kids can have seven in-school lunches.	“I'll go ahead and add $100 to the account.	“Which card should we use – the VISA or the Discover card? Let's use the Discover card. I'll add this payment method to the account.	“Hey this is convenient... The app has an auto-replenish feature. Should we use this feature so that we don't have to manually add future funds?	“It looks like we got a text message confirming that the new funds have been added. And here's another text stating that we now have auto-replenish on.

DIGITAL TOUCHPOINTS

LOW FUNDS ALERT	LUNCH CALENDAR AND PAYMENT HISTORY	REPLENISH ACCOUNT WITH NEW FUNDS	AUTO-REPLENISH	CONFIRMATION
Receive a notification alert	View the calendar feature	Visit payment history	Calculate projected expenses	Add funds to the account	Select a payment method	Set the auto-replenish feature	Receive a confirmation text notification

DEVICE

LOW FUNDS ALERT	LUNCH CALENDAR AND PAYMENT HISTORY	REPLENISH ACCOUNT WITH NEW FUNDS	AUTO-REPLENISH	CONFIRMATION
Mobile	Mobile	Mobile	Calculator	Mobile	Mobile	Mobile	Mobile

LOCATION

LOW FUNDS ALERT	LUNCH CALENDAR AND PAYMENT HISTORY	REPLENISH ACCOUNT WITH NEW FUNDS	AUTO-REPLENISH	CONFIRMATION
At home	At home	At home	At home	At home	At home	At home	At home	At home

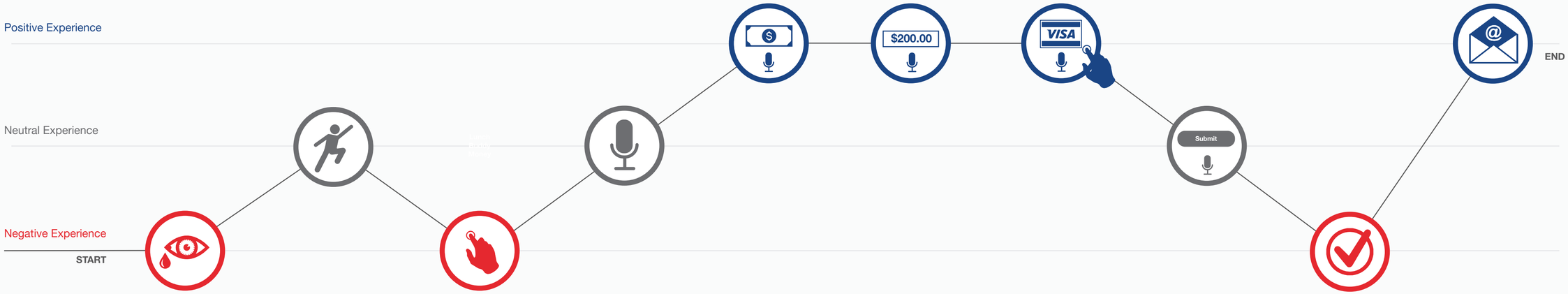
SIMPLE DOWNLOAD/SET UP AND EASY TO LEARN

PHASES	DOWNLOAD AND SET UP		CREATE AN ACCOUNT		ASSISTANCE		COMPLETE
EXPERIENCE AND EMOTION							
ACTION	**New lunch model** Henry receives a letter in the mail from Joe's school, which informs parents and guardians that they need to download the new "Lunch Money Buddy" app. Henry reads the letter but doesn't completely understand how to get started.	**Get started** Feeling uncertain, Henry asks his grandson Joe to remind him how to download apps from the Apple App Store. He often forgets which app to select.	**Download the app** After opening the App Store, he asks Joe to search for the "Lunch Money Buddy" app. Joe locates the app, downloads it and gives the phone back to Henry.	**New account** Still not sure what to do with the app, he reluctantly opens it and is immediately taken to an account sign up page. Henry is happy to see that he only needs to complete a few steps to get started — create a new user name, add a password and enter the 8-digit code from the letter.	**App challenges** However, Henry struggles to use small mobile keyboards and has some difficulty with the app. After a few tries, he gives up and feels frustrated.	**Desktop version** He re-reads the letter and sees that he can use a desktop computer. He feels much more comfortable using his desktop keyboard and successfully completes the sign up process.	**Take a tutorial** While on his computer and logged into the account, he notices a message, which asks if he wants to take a step-by-step walkthrough of the app. This makes Henry feel much more at ease.	**Note taking** Henry slowly goes through each of the steps and writes down a few notes so that he can reference them later if needed.	**Completed tutorial** After about 10 minutes, Henry completes the entire step-by-step tutorial. He now feels a little more comfortable with logging on, adding funds, checking the balance, viewing the calendar and favoriting a lunch.
WHAT THEY ARE THINKING/SAYING	"Hmm, I hope this isn't the only way to pay for Joe's lunch now. I'm going to need some help using this.	Hey Joe, could you help me with this new lunch system at your school. I need to download an app on my phone, but I can't remember where to find the app store.	Can you search for the "Lunch Money Buddy" app? Once you find it, please install it for me.	Great, so far this doesn't seem too hard.	Trying to do anything on this small screen is so difficult. I can't get the keyboard buttons to work.	Let me see if I can use the computer... Great, it looks like I can use this website to create Joe's account.	Alright, I'm in. This tutorial might be helpful. Let's take a look at it.	So that I don't forget how to use the system, it might be a good idea to take some notes.	That wasn't too bad! Now hopefully I won't forget how to get back on here next time...
DIGITAL TOUCHPOINTS		Access the Apple App Store	Download the "Lunch Money Buddy" app	Create a new account	Use the app	Access the application from a desktop	Watch and experience a tutorial	Go through the step-by-step tutorial	Complete the tutorial
DEVICE		Mobile	Mobile	Mobile	Mobile	Desktop	Desktop	Desktop	Desktop
LOCATION	At home	At home	At home	At home	At home	At home	At home	At home	At home

ADDING FUNDS THROUGH STRAIGHTFORWARD NAVIGATION

PHASES	RECOGNIZE A CHALLENGE		NAVIGATION	ADD FUNDS		PAYMENT		CONFIRMATION	

EXPERIENCE AND EMOTION



ACTION

Upset and embarrassed Joe comes home from school upset. He tells Henry that when he tried to pay for lunch, there was no more money left on his account. Luckily a few of his friends gave him something to eat, however, Joe was embarrassed by the situation.	**Motivated** Despite Henry's reluctance to use technology, including the new "Lunch Money Buddy" app, this experience makes him realize that he needs to get more comfortable with the app.	**Mobile challenges** In general, Henry's biggest challenges with mobile devices are screen size, touch gestures and navigation. For fear of incorrectly using the app, he has avoided using it altogether. After initially having a friend add funds to the account, he has not logged on since.	**Voice command** Later that day while at the coffee shop, Henry waits for his friends to arrive. He gets there early and has time to waste. Reluctantly, Henry decides to open the app to see if he can learn to use it. After opening the app, he sees a notification, which mentions a new app functionality — voice command capabilities.	**Test it out** After reading through the instructions, which provide a list of basic commands, he feels somewhat excited and decides to test out the feature. Henry says, "Add new funds."	**Add funds** Suddenly the funds account page appears. Proud that he opened this page, he sees a new message appear, which reads, "How much would you like to add?" Henry says another command, "Add $200 to the account."	**Select payment options** He enjoys being able to speak into the phone and receiving a response back. "Please select a payment option," displays on the device. Henry taps on the VISA card that his friend added when they first set up the account.	**Submit payment** After reading through the details and confirming that everything looks correct, he says, "Submit payment."	**Confirm payment** A thank you for adding funds message appears. However, Henry is unsure that he did everything correctly. He begins to feel anxious.	**Email notification** A minute later, he receives an email containing a detailed receipt, which also includes the new balance. He feels reassured and proud of his accomplishment.

WHAT THEY ARE THINKING/SAYING

Oh no, I'm so sorry Joe. I didn't realize there were no more funds left in the account...	I can't let this happen again. I need to figure out how to use the app and add more funds to Joe's account.	These small touch screens make it really difficult to do anything productive on this phone. Last time I tried this, I gave up.	Interesting... What is this? It looks like I can say commands into the phone by pushing this microphone button.	Let's give it a try. I want to add funds to Joe's account. What's that command again...Oh yes, "Add new funds."	It worked! Alright, what's next? How much should we add this time? Let's add $200. Okay, "Add $200 to the account."	Great, it looks like the app remembered when Bob added my credit card last month. Let's go with the same VISA card.	Everything appears to look correct. Let's try to submit this payment. Okay, "Submit payment."	I think I did this correctly... I'm wondering if I should receive a receipt or something...	There it is! Let's make sure everything looks right. Wow, that was pretty easy. I can't wait to tell Bob when he gets here.

DIGITAL TOUCHPOINTS

Use mobile device	Open the app and read notifications/updates	Use voice command	Add funds through voice command	Select payment option	Submit payment	Receive confirmation notification within app	Receive confirmation notification via email

DEVICE

Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile	Mobile

LOCATION

At home	At home	At home	On the go	On the go	On the go	On the go	On the go	On the go