

Martha's Storyboard

By Peyton Voyer



Martha is a busy, hardworking 2nd grade teacher who spends her time lesson planning and taking care of her own 3 kids.



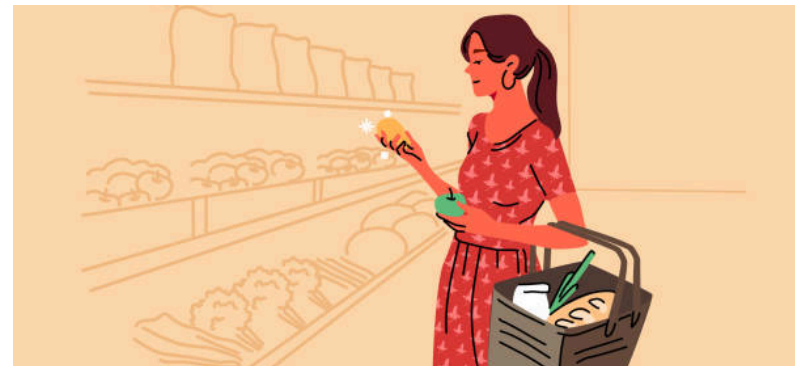
She does her best to maintain a healthy lifestyle for herself and her family, but often times after a long day at school she doesn't have enough time to cook.



She confided in her friends for help and they suggested meal prepping the night before, but she still didn't have enough time for that!



She then confided in her husband and asked if he would be able to cook for the family. But, he too has a demanding job. He suggests buying premade meals.



Martha took his advice and went to her local grocery store in search of premade options, but without guidance she only found unhealthy, processed options.



She turned to the appstore and came "NomNom Pal". She did some research and decided to give the app a chance.



With the guidance of the virtual instructor, she was eased through the usage of the app and discovered a lot about her local grocery store she was unaware of!



She returned to the store, phone and app in hand, and selected many healthy options that were suggested including nutritious premade meals!



Martha, or Mrs. Morris to her students, is now able to use her time efficiently, making quick, healthy meals for her kids and lesson planning for the next day!

SAMMIE SEGAL'S STORYBOARD

FRAME 1



Sammie starts her day by attending yoga class with her friends and thinks about what she is going to eat for breakfast since her boyfriend ate all the eggs again

FRAME 2



Sammie finishes up yoga, grabs an overpriced breakfast sandwich, which leaves her feeling bloated as she leaves for class .

FRAME 3



Sammie realizes she may need a snack between school and her internship, so she stops at a market along the way to grab a bite.

FRAME 4



By the end of Sammie's day, she is exhausted and starving, but she has already spent too much money on dining out to stop for groceries. Even if she had the money, she wouldn't know what to buy.

FRAME 5



Her boyfriend doordashes chinese food since he can't cook and Sammie is tired. Sammie realizes she forgot to make a grocery list again.

FRAME 6



While lying in bed, Sammie wishes there was an easier way to create grocery lists and know what items to buy. Her current diet is making her more tired than normal.

SAMMIE SEGAL'S STORYBOARD

FRAME 1



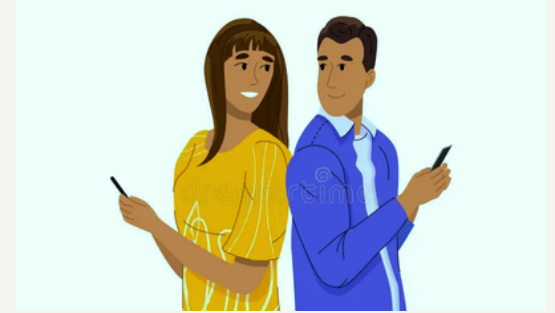
The next day while getting ready for yoga and listening to a podcast, Sammie got an ad for Nom Nom Pals and immediately downloaded it

FRAME 2



She does the initial form and the app creates a custom grocery list for her

FRAME 3



She sends the app to her boyfriend and they friend each other, allowing her to see what they both need from the grocery store.

FRAME 4



Sammie spent her free time today going to the grocery store and meal prepping for the rest of the week. The app told her exactly what she needed saving her time and money!