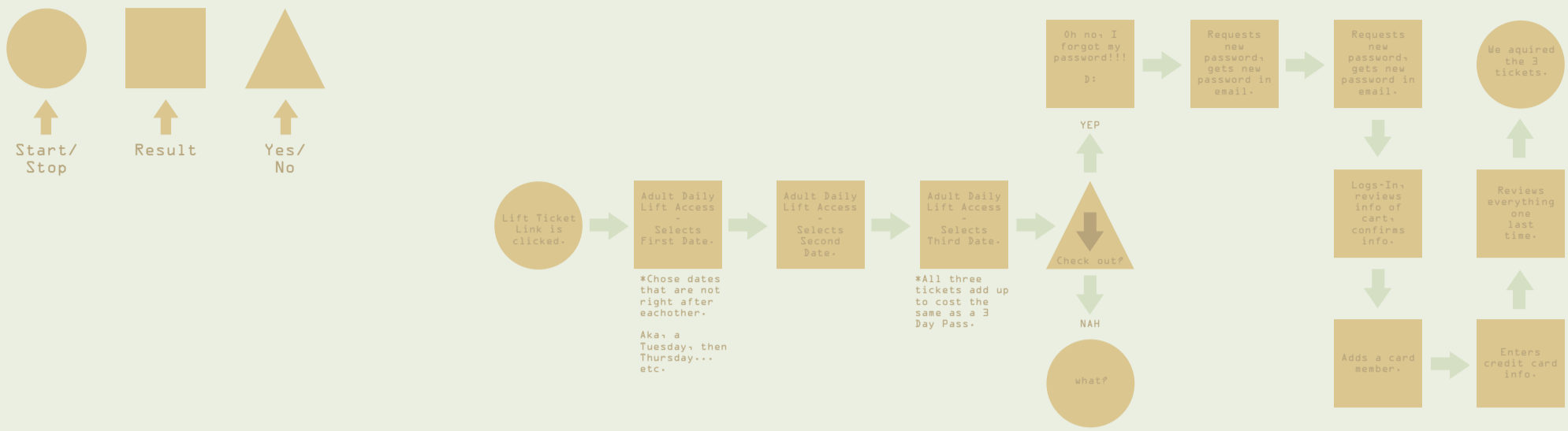


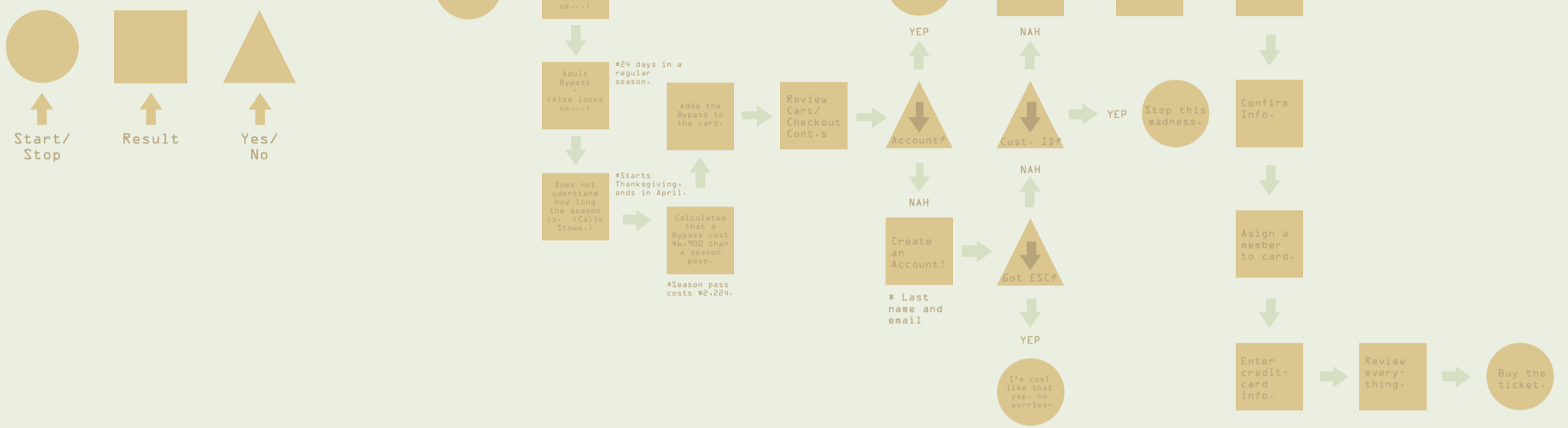
Process Flow (Part 2) - Rachel Zuppo

These are the 4 exapmle scenarios that were assigned in class.

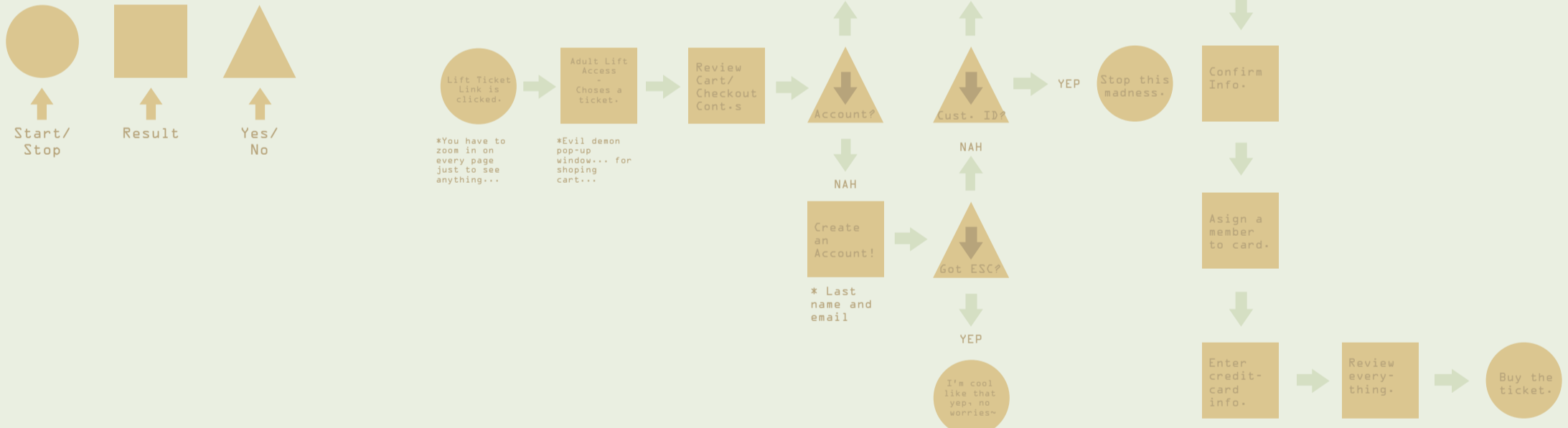
Process Flow- Existing user (has physical ESC card), who is not currently logged in, wants to add 3 (non-consecutive) days to the pass. User has a login but has forgotten password. Will complete order.



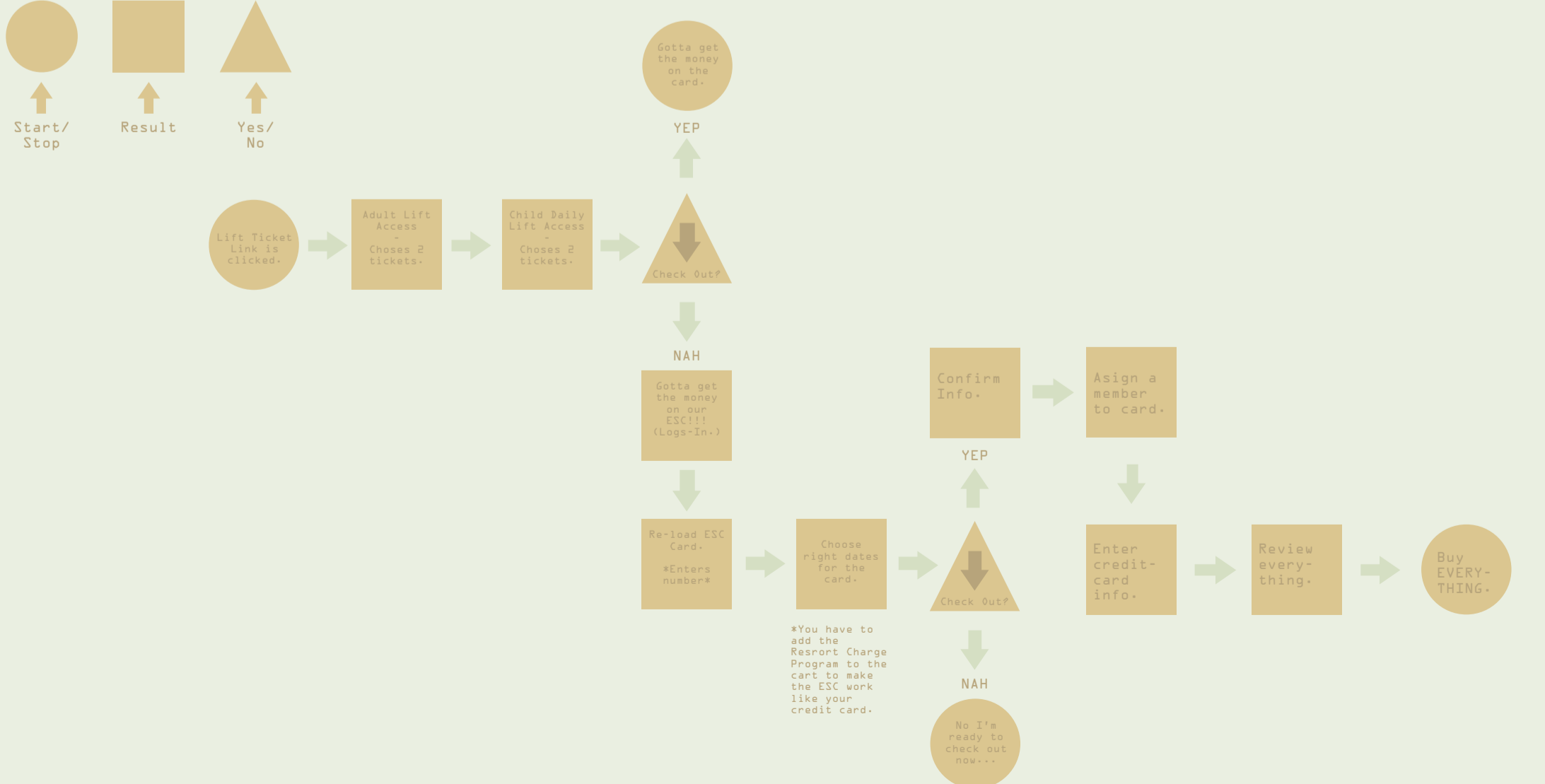
Process Flow- New user, plans to ski often, wants to buy a season pass, plans to ski a lot. Wants to compare prices between buying several lift tickets vs purchasing a season pass. Ultimately wants to buy a season pass, has ESC card, remembers login/pass. Will purchase.



Process Flow- New user coming to the site, no knowledge of terms/requirements Stowe has imposed, just want a single lift ticket for the day, wants simplest cheapest option. Is browsing on a phone.

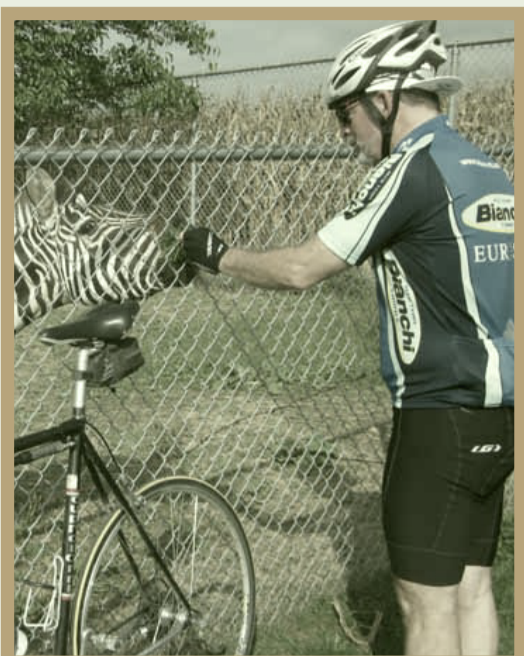


Process Flow- Family of 4 coming to ski, wants to find the cheapest way for everyone to ski for just 1 day. Parents want the kids to be able to purchase food on the card, if possible. Will complete order for cheapest option after comparing.



Process Flow (Part 2) - Rachel Zuppo

These are the 5 Personas, details for each persona, and their goals.



Dommy Bianci:

Tour de France enthusiast. Husband and father. At 55 years old, Dommy is still riding his bike across all of Vermont.

Goal:

Dommy wants to take his wife to Stowe for an entire week! He loves online shopping on his phone! However, Dommy has a budget and can't go over \$200.



Mariarosa Sopa:

Mariarose is 19 years old and has just started college at Tyler School of the Art. She loves singing almost as much as she loves her boyfriend.

Goal:

Mariarosa wants to take her boyfriend, sister, and herself to Stowe for one day to ski on the slopes. She has a membership and ESC card.



Jackie Chan:

Most popular actor in China, Jackie is recently touring America. He loves pandas, and he also directs and does stunt work. He is CLEARLY in his mid 40s.

Goal:

Jackie has been filming his next big movie in America and needs to film someone skiing. He has no budget, but needs to bring the entire 30 member cast/crew to Stowe for a week to film.



Oppuz Lehar:

The terrible texter and all-around meme lover, Oppuz hates waiting is is very impatient. They are also always hungry for eggs.

Goal:

Oppuz wants to ski but also really wants to eat eggs after they ski. They are an avid skier, and they want to be able to enjoy the slopes and eggs for the entire season.



T-Pain:

Infamous rapper with multiple hit-singles. He's also a middle aged man and he speaks fluent autotune.

Goal:

In order to write his next hit, T-Pain must take to the slopes. However, he doesn't know how often he will be there. He too, loves to shop off his iPhone. He has zero budget.