# What the Bump
## Assignment #4: Scenarios, Storyboards, & App Map

Scenario 1: Meetup Event
James RSVPed to a UX Designers happy hour meet up online.  He's super excited to go and meet other UX designers in San Francisco.  James arrives at Churchill Bar at 8pm by himself not knowing anyone.  Since it's a bar meet up, nobody has name tags and he can't even tell who is there for the meet up or who is there just hanging out on their own accord.

He pulls out What The Bump and checks into the UX Designers Happy Hour Event and sees there are already 26 members checked-in.  Doing a quick scan of the bar he sees another guy by himself who's on the list as well.  James goes over and introduces himself as another UX designer also there for the happy hour meet up.

The two of them Bump via What The Bump and find out that they both love Taylor Swift and Sushi (and of course UX Design).  A friendship and business partnership follows.

Scenario 2: Conference
Alex is set on making it big in the financial investment world. He attends most the relevant conferences in his city and travels to bigger ones when he can. One way Alex is able to leverage these conferences is by meeting people with similar professional interests to his own, but its not always easy. When he traveled for a 3 day conference in New York,  Alex felt a little out of place. He wasnt familiar with some of the speakers and didn't know any of the attendees. He noticed a note on the agenda that recommended a mobile app that helps people connect, its called "What the bump!". He decides to try it out and quickly downloads it on his iPhone. The setup process takes five minutes since it pulls his basic information from his Linked in account. He decides to take it a little further and answers 10 additional questions while he's waiting in line for coffee.

Later during the break, he receives a bump request, its from a woman who works in a large investment firm named Sandra. Alex accepts the request and finds out that Sandra is interested in the same field  as he is. He looks around and recognises her from her profile picture, she is sitting right next to him. He introduces himself and they end up having a 30 minute chat about a potential partnership. She then introduces him to 3 others who may be valuable contacts for the work he is doing.

Scenario 3: Wedding
Liz's friend Irene is having a destination wedding in Vermont. Liz knows Irene from college and she's excited to go to the wedding and see some of her old college friends.  Irene is having a larger wedding and when Liz arrives she realizes that there are a lot of wedding guests she's never met or heard of.  Liz knows that a bunch of the people her age at the wedding are friends of Irene's from high school and grad school.  She also knows from chatting with Irene that some of Irene's friends and family live in Washington, DC, where Liz lives and some are also working for public policy or non-profit groups, just like Liz.  Liz would love to figure out which of Irene's friends live near her or work in similar fields so that they can chat and get to know each other.  She's hoping that some of them might be cool and that they could keep in touch after the

wedding.  After all, Irene is a great person and generally has awesome friends.  In the past, some of the people that Irene has been friends with have become Liz's good friends too.

On Irene's wedding website, Irene and her fiance had posted a link to the What the Bump app, and asked their friends and family to download that app and use it to get to know each other at the wedding.  Liz had done that and  since she's  hanging out with her college friends, they all decide to open up the app and try to meet new people.  They all hope they'll be able to make some new friends and they're also happy to try to be social, because Irene has told them some of her friends don't know many people at the wedding and she's asked everyone to try to branch out and get to know each other.  Liz opens What the Bump, joins Irene and Adam's wedding group, and sees that a bunch of other people are also signed into the app.  She sees someone named Jenn who is standing near here and goes over to introduce herself.  Liz and Jenn then use the app to Bump and  discover that they both live in DC and that both of them love spinning. Since Jenn doesn't know that many people at the wedding, she hangs out with Liz and her college friends a lot.  Before the wedding is over, Liz and Jenn have made plans to go to a spinning class together when they're back in DC.

Scenario 4: Answering questions during downtime
Chris is a frequent user of "What the bump" at various tech events and Meetups.  Whenever he organizes a Meetup, he recommends "What the bump" and knows it's been gaining traction in the tech circuit.  In order for his app to yield the best results, he needs to answer a lot of questions.

His commute to work is 35 minutes and while he checks his email on the BART, he also likes answering questions on "What the bump".  He pulls out his phone and is on it pretty much the entire commute.  When he opens the app, it gives him an option to "bump" or interact with people, or just "answer questions". Once he clicks the "answer questions" button, he's taken to a screen that does just that, gives him a question-- he can skip or answer it. He answer questions to his heart's content.
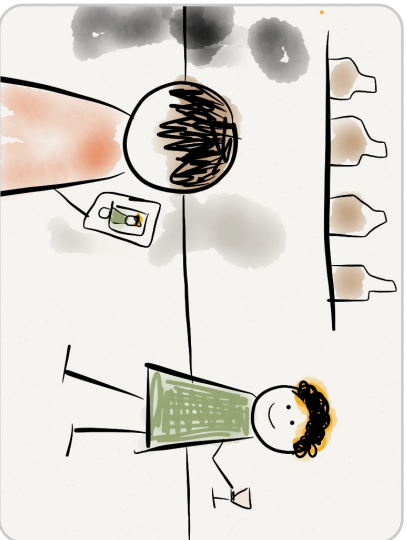
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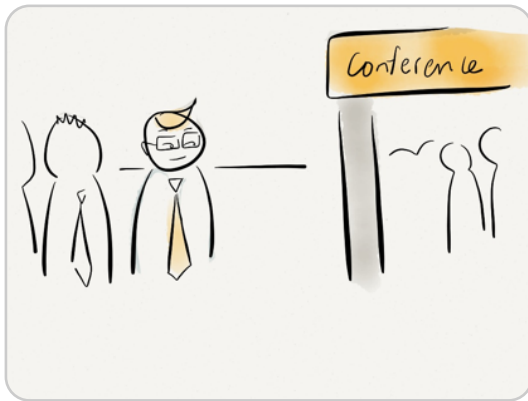


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They find out that they both love Taylor Swift and Sushi (and of course UX Design). A friendship and business partnership follows.

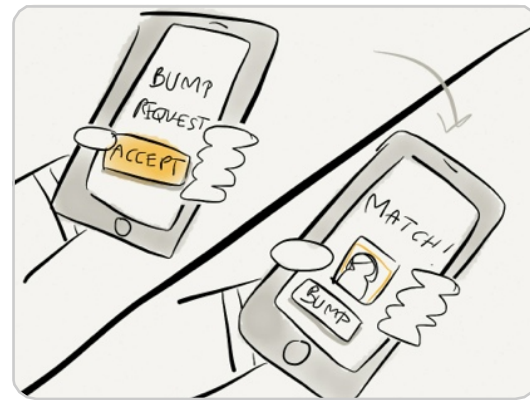| Storyboard | Course | Mobile Applications | Title | Meeting at a Conference |
|------------|--------|---------------------|-------|-------------------------|
| **What The Bump** | Spot | Conference | # | 1 |



**Shot 1:** Alex going to a conference



**Shot 2:** Checking the agenda. Decides to download the app.



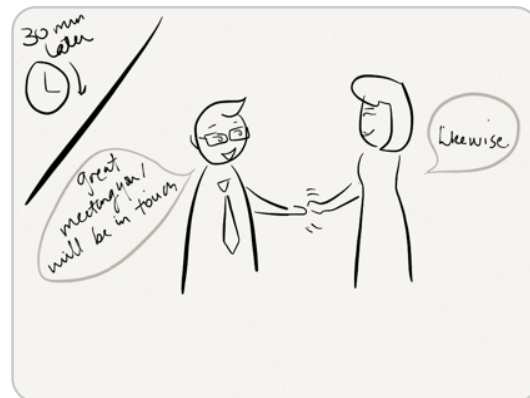**Shot 3:** Alex is early, he does not know any of the attendees. His phone rings.



**Shot 4:** Accepts the bump request, recognizes the profile image



**Shot 5:** .. And a conversation starts



**Shot 6:** The start of a successful partnership!

Liz and Adam are getting married. On their wedding website, they invite their guests to use What the Bump to help people meet each other
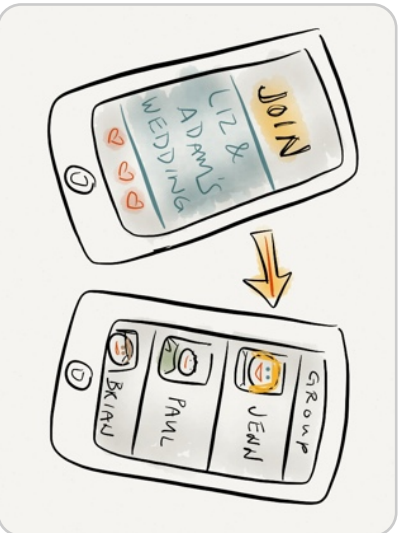
Liz and Adam are getting married. On their wedding website, they invite their guests to use What the Bump to help people meet each other



Many of the guests live in the same cities or have things in common, but they don't all know each other

*Great!*

*A bunch of people coming to my wedding live near you and you'd love them!*

Liz has heard from Irene that there are guests at the wedding that she should get to know, but she isn't sure how to find them.

*Who else works in public policy?*

*I wonder who lives in DC too?*

At the reception, Liz opens What the Bump and joins the wedding group. A person in the group, Jenn, is standing closeby.

JOIN
LIZ & ADAM'S WEDDING

GROUP
JENN
PAUL
BRIAN

Liz goes over to Jenn and introduces herself. She mentions that she saw Jenn on What the Bump. Jenn suggests bumping to see what they have in common.

*Jenn? I'm Liz, Irene's friend from college. You're on Bump, right?*

*Yeah! I'm Jenn. I think Irene's told me about you. Want to Bump???*

Liz and Jenn discover that they both live near each other in Washington, DC and that they both love spinning. They make plans to meet after the wedding.
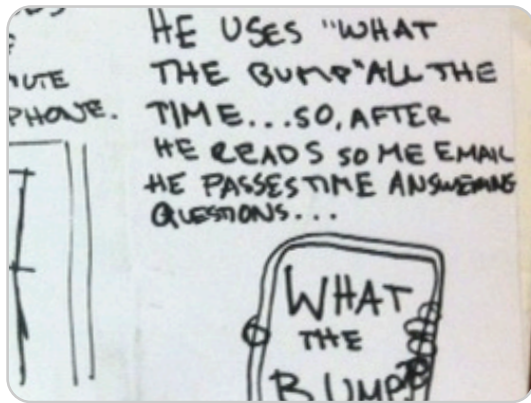
*I love spinning too!*

*We should go to a class together next week!*

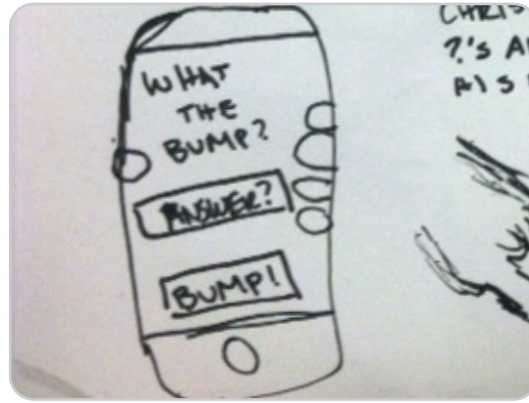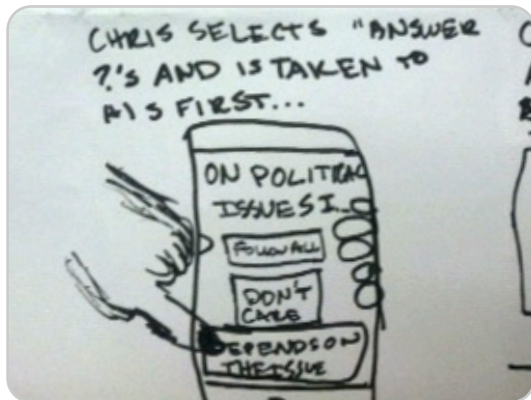| Storyboard | Course | Mobile Applications | Title | Answering questions |
|---|---|---|---|---|
| What The Bump | Spot | Questions | # | 4 |



**Shot 1:** Chris is on his way to work



**Shot 2:** He spends all of his commute on his phone



**Shot 3:** He uses 'What the Bump' all the time, so after he read some email he passes time answering questions



**Shot 4:** screen shot



**Shot 5:** Chris selects 'Answer'



**Shot 6:** Chris keeps answering until something interrupts

# Bump App Map

First Time

Signup Prompt

Facebook

Twitter

Email

Finish Editing Profile (fill in blanks, add photo, etc.)

Save Profile

## Home

Bump or Join Room

Enter Room

Select a Room

See list of people

Select a person to Bump

Bump Action

Display Commonality

Bump Again

Home

Same Question Bump

Both Answer Same Question

Display Commonality

View/Edit Profile

Edit Profile

View Answered Questions/ Reanswer Them

Answer Questions

Random Question

Skipped Questions

Or choose category

Question Displayed

Answer Question

Home/Back

Skip Question

Explain Answer

Back

Submit