

## Chapter Questions - OMITTED

### Practice Story

Product: *Cam Scanner*

#### *Content Story*

##### Exposition

- Who is your target customer? *Students, professionals*
- What's good in her world as it relates to your product or service? *Everything from notes to contracts to drawings are becoming electronic, allowing for easier communication and sharing.*
- What is her general goal as it relates to your product or service? *To easily share physical documents via online communication (email, text, etc.)*

##### Inciting Incident

- What is her problem or pain point? *Scanners are not always easily accessible, and a picture does not maintain the quality/readability of the document.*

### Rising Action

- What is the name of your product? *Cam Scanner*
- What type of product is it? *A document scanner mobile application.*

### Crisis:

- What does the competition look like? *Physical scanners, other scanner apps*
- What mental hurdles might keep them from adopting your solution? *Don't want to download another app, afraid of lower-quality scans*

### Climax/Resolution

- What will help them solve their problem and overcome a crisis moment or resistance? What's your product's primary value proposition or differentiator? *Unlike the competition, Cam Scanner provides high-quality scanned documents right to your mobile device. Built in features such as adjusting contrast and borders, and syncing to other devices allows for seamless scanning and sharing.*

### Falling Action

- What do you want people to think, feel, or envision after learning about your product? *After learning about Cam Scanner, they feel relieved for the ability to scan documents on the go, and will likely not need to use or purchase their own scanner machine.*

### End

- The users meet their goal. *They are able to scan and share high-quality documents.*
- What is the business goal? *To provide individuals with an easy tool to share documents.*

### Usage Story

#### Exposition

*You, a student, have a homework assignment due at 2pm. You must submit an electronic copy, but you hand-wrote the assignment.*

#### Inciting Incident

*You open the Cam Scanner app on your phone, and click the 'Start Scanning' button.*

#### Rising Action

- *You select the type of document you will be scanning.*
- *You align the camera and capture the image.*
- *You adjust the cropping, lighting, etc. as necessary.*
- *You click 'Share'.*
- *You have the option to add signature, etc.*

#### Crisis

*Many features require a premium membership, and the app continuously prompts you to upgrade. Keep clicking no...*

**Climax/Resolution**

*You preview your scanned homework assignment, and tap to share. There are many options to share, including sharing the document directly with Canvas where it will be submitted. You select the Course and Assignment, and click submit.*

**Falling Action**

*You exit the app and open Canvas. When you look at the assignment, you see that it is submitted.*

**End**

*You are glad your homework assignment was submitted and relieved you didn't have to go to the library to use the scanner. Onto the next assignment...*