

# User Stories & Flow Charts

April, 2, 2021



# Today's agenda

- Name of your app & purpose
- Primary functions of the app.
- Target audience and their needs/goals.
- User scenarios and stories
- Flow charts



# Name & Purpose

03

## Merrimack

The name of the app, Merrimack, is simple and straightforward. I was debating The Town of Merrimack, but that was too long. When displayed on a smartphone, the below text below the app will read "Town" for more clarity.

The purpose of the app is to make common functions easier to use. The main goal is to skip using a computer and have all the information all in one place.



# Target Audience & Functions

## Target Audience

Target audience is residents and businesses.

Population: 25,500

Median Age: 43 years

Average Income: \$107,000

High school graduate or higher: 96.5%

Bachelor's degree or higher: 46.6%

## Functions - Resident

- News/ Weather
- Town Calendar
- Community Links
- MYA
- Pay A Bill
- Taxes
- Reporting
- Government
- Visitors

## Functions - Business

- Business In Merrimack
- Permits
- Applications
- Building & Code
- Zoning
- Bids
- HR
- Jobs



# Needs/ Goals

03

## Aesthetics

- Simple and easy navigation
- All necessary information presented
- Clear layout

## Residents

- Sign up for sports
- Browse town calendar
- Find local businesses

## Businesses

- Permits
- Applications
- Bids
- Jobs



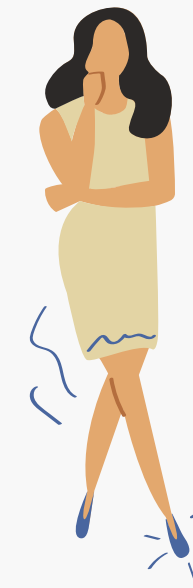
# User Stories



As a new resident, I want to know the best locations in town on my smartphone, so I don't have to make more than one trip.



As a resident, I need to sign my kids up for fall/winter/spring sports on my smartphone, so I don't have to borrow my wife's computer every time.



As a business owner, I am looking to expand my store and need to find the correct information on my smartphone, so I don't have to research when I'm off the clock.



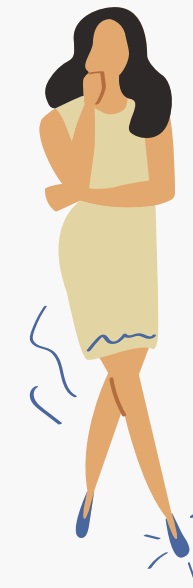
# User Scenarios



Nicole is a new mom that just moved to Merrimack to raise her family. She needs to find the best route in order to get all of her errands done in one trip, so she doesn't need to leave the house multiple times. Nicole wants to see all of the businesses in Merrimack and see a map of their location.



Greg has lived in Merrimack for the last eight years. Every season he has trouble locating the Merrimack Youth Association (MYA) sports sign-ups page for his three kids. Greg wants a quick and easy way to sign up his kids for each sport.

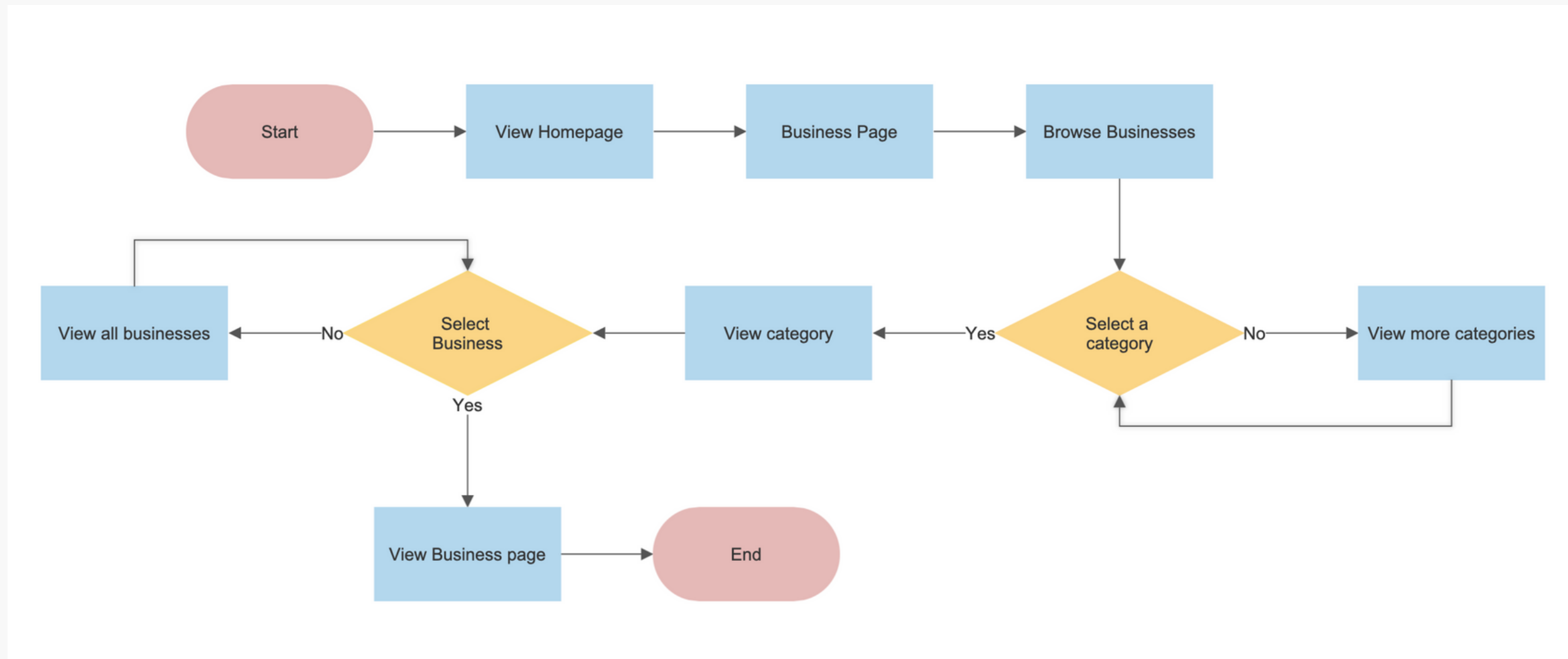


Joanne has been a business owner and resident of Merrimack for three years. She has never expanded her store before and is looking for a quick way to get all the information she needs to develop her current location without moving to a new one. Joanne needs to see all the business resources in one location.



# Nicole

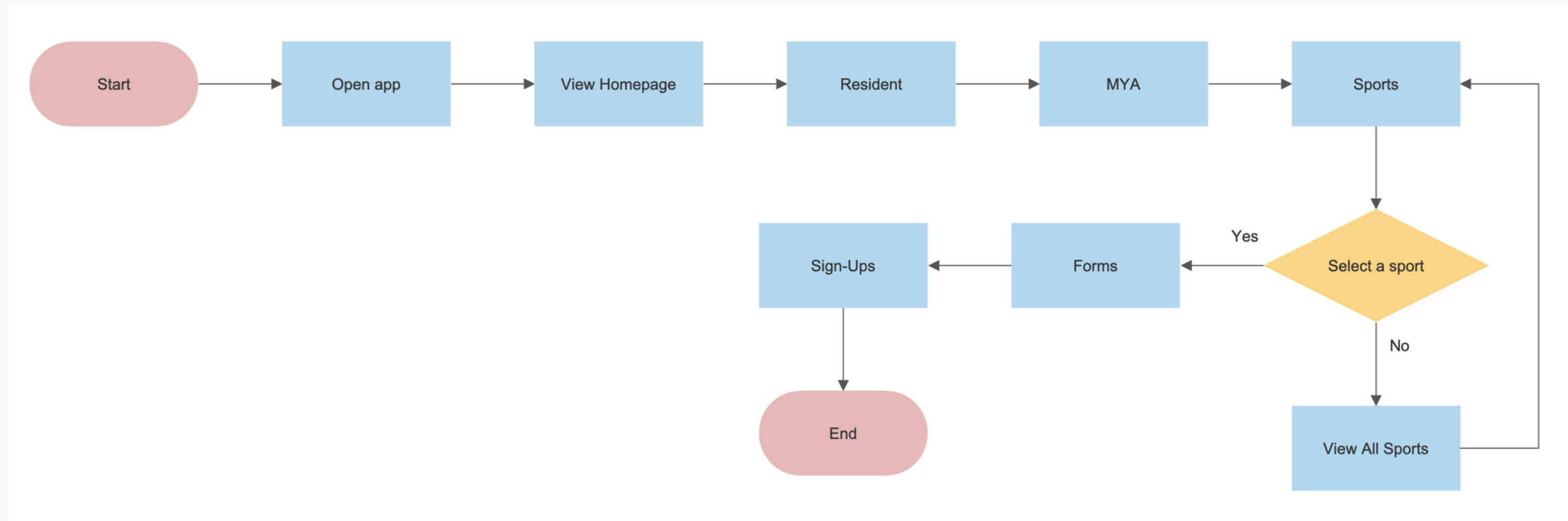
Nicole is a new mom that just moved to Merrimack to raise her family. She needs to find the best route in order to get all of her errands done in one trip so she doesn't need to leave the house multiple times. Nicole wants to see all of the business in Merrimack and see a map of their location.





# Greg

Greg has lived in Merrimack for the last eight years. Every season he has trouble locating the Merrimack Youth Association (MYA) sports sign-ups page for his three kids. Greg wants a quick and easy way to sign up his kids for each sport.



# Joanne

Joanne has been a business owner and resident of Merrimack for three years. She has never expanded her store before and is looking for a quick way to get all the information she needs to develop her current location without moving to a new one. Joanne needs to see all the business resources in one location.

