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## **Imbibe: User Stories & Use Case**

### **Feature: Personal Recommendations via Initial and Ongoing Data Input**

This feature describes the app's recommendation system that receives input specifically related to the individual user (such as fitness level, weight, climate, etc.) and adjusts the water recommendation based upon their actual needs.

#### **User Story**

*"I've heard the classic 8 glasses a day adage, but as a health-conscious individual, I want to know exactly how much water is recommended specifically for me so that I can develop the best water-drinking regime to keep me healthy."*

#### **Use Case**

Shannon is a college student going to school in the American Southwest. She tries to stay active when she doesn't have a lot of homework, but her exercise schedule isn't very consistent. After fainting one day after a long run, she saw her primary care physician who told her that she needed to be more conscious of her water intake to ensure that she doesn't become dehydrated, especially while exercising. She wants to follow her doctor's advice, but has found the water intake recommendations online to be too generalized and wants to find something tailored specifically to her. She also wants to learn more about what kinds of factors change the amount of water she should have each day so that she can react to day to day differences in her life.

Shannon downloads the Imbibe application and chooses to sign up for an account. She's presented with a series of prompts that ask her additional, specific details, like what her zip code is. She's a little confused about why the app is asking for her zip code, but sees explanatory text describing that people living in drier climates require a significantly higher amount of water per day to remain hydrated and that the application will vary its recommendation based upon the day to day weather where she lives. She

enters her zip code and immediately sees that, based upon the dry climate in which she lives, she needs 1.4x the water that someone in an average climate would need. She tries entering different zip codes and observes the effects that different climates have on required water intake.

She finishes the registration process by entering a few more bits of data and learning about the effects that each factor has on the amount of water she needs. She sees a final number for the volume of water that she needs to drink, and since she's seen the effect of each factor throughout the process, she's confident that the volume is well-tailored personally to her. She's also happy to have learned about water consumption needs along the way.

Later on, while using the app, Shannon sees that the app is recommending she drink 20 more ounces of water on that particular day, with a note that the weather at her house is particularly dry and hot. She trusts the information from the app and makes a conscious effort to drink more water that day in order to meet her water intake needs.

## **Feature: Multiple hardware types for input**

This feature describes ideation around multiple device types for getting data into the application, such as a bottle that can track how much water the user drinks.

### **User Story**

*"As a busy mom running around all day, I want a device that I can use while I'm out so that I can keep track of my water intake on the go without having to remember how much water I drank and manually log it."*

## **Feature: Dashboard view**

This feature describes a series of data visualization interfaces that let the user explore their data in depth.

### **User Story**

*"As a health-conscious individual, I want to be able to see my past data so that I can see whether and how much I have improved by using this application/product."*

## **Feature: "Personality"**

This isn't quite a feature, but describes the fact that the application should be branded in a way that puts forth some kind of personality.

### **User Story**

*"As a potential app downloader, I want to see that the application has some kind of personality so that I am more interested in this application over others and am more likely to buy it."*