

Practice Story:

I am evaluating the withjoy.com website.

Concept Story:

- Exposition:
 - Target audience: Couples getting married (and those attending their wedding).
 - Their goal: To communicate wedding information
- Inciting Incident/Problem:
 - Communicating information is a pain, especially wedding information. Wedding invites are increasingly expensive (so decreasing the amount of content in your invitation can save money). Also, guests can misplace invites, but the wedding website has all the relevant information all in one place.
 - Also, managing all the various aspects of a wedding - designing invitations, keeping track of a guest list and RSVP's, communicating important details, and sending out registry information – is difficult.
- Rising Action:
 - Name of the product: withjoy
 - Type of product: an online wedding website template
- Crisis:
 - How do users currently solve the problem: Other wedding website templates (such as The Knot) already exist. Some people may do all of planning by hand or hire a wedding planner.
 - Potential negatives: Advertisements (if the website is free, will I and my guests be spammed with ads), data privacy, dislikes of aesthetics, or the website is hard to use or customize.
- Climax/Resolution:
 - It is an ad free site that gives users both the rigidity of templates so that they aren't overwhelmed with making a website, but with giving a lot of customizable options. The website also gives templates for everything needed (including a built in guest list spreadsheet and RSVP feature).
- Falling Action:
 - I can easily communicate all my information in a beautiful way to my liking...and with not a lot of effort.
- End:
 - User's goal completed: creating a custom wedding website
 - Business goal: to allow users to create their own custom wedding website

Usage Story:

- **Exposition:** You are a couple getting married and you want to communicate a bunch of fun and logistical information to your guests efficiently, effectively, and cheaply.
- **Inciting Incident/Problem:** You Google “free wedding websites” and withjoy comes up. It looks pretty and not full of ads. Looks good. You click the “get started” button.
- **Rising Action:** You create an account and it starts walking you through the different features your website could have. Overall website format, coloring templates, cover photo, story, tidbits, travel information, registry, bridal party info, and so on.
- **Crisis:** Wow, this is a lot of set up and I don’t know if this is what I really want my website to have...
- **Climax/Resolution:** You get to the end of the set up and you can preview your very own custom wedding website and app. You see your names and formatting and everything. Wow, that wasn’t actually that much work and you already have something my guests could look at.
- **Falling Action:** You have the ability to go back and edit all the features you just made. You can also go into further details about each feature.
- **End:** Boom, a beautiful wedding website has been made to my liking. With just enough work so that you can take ownership of this website, but it wasn’t too bad. You didn’t have to deal with any of the technical boggle, just the romantic stuff which is the way you like it. And if you ever change your mind about something, you can easily edit the information.