

Mobile----Slack----Commute----Gym----Alexa----Sleep

Character: Sam (gender neutral)

-This is Sam, a new project manager at a fast paced tech agency. Their team has been falling behind on deadlines. They feel the pressure to figure out a way to better manage their team and fast! If only there was an expert who could help Sam get their team on track...

-This is the perfect time for Sam to use the Giide, a multimodal, expert-guided learning application that allows users to learn on anywhere, at anytime. It's like having an expert in your ear.

-On their phone, Sam opens up the homescreen, they see the Giide, "Leadership Right Now", under trending Giides.

-They head to the overview section of the Giide, which allows the user to view steps prior to starting and knowing how long each section will take.

-Sitting at their desk, they begin the Giide on their phone but then they download the Giide plugin for Slack.

- They start listening and viewing useful, current articles and videos provided by the expert on their laptop.

-After work, they head to the gym and put the Giide on "continuous play mode" while driving.

-Once at the gym, they can continue the Giide, on the cycling machine, while it is still on "continuous play mode".

- Sam was so engaged by the Giide that while preparing dinner, they tell Alexa to start , "Applied Empathy".

-They continue the Giide before bed on the Alexa in their room and set a sleep timer for "30 min" then drifts into sleep.

-Sam is very pleased with the Giide app because of its accessibility from start to finish on each learning journey. From different devices and environments, it opens up the opportunity to learn in "the slivers of time". Giide allows Sam to be a smarter, more connected, informed, interesting person that can make meaningful contributions that will help them and their team live out their full potential.