

PERSONA: Colgate toothpaste

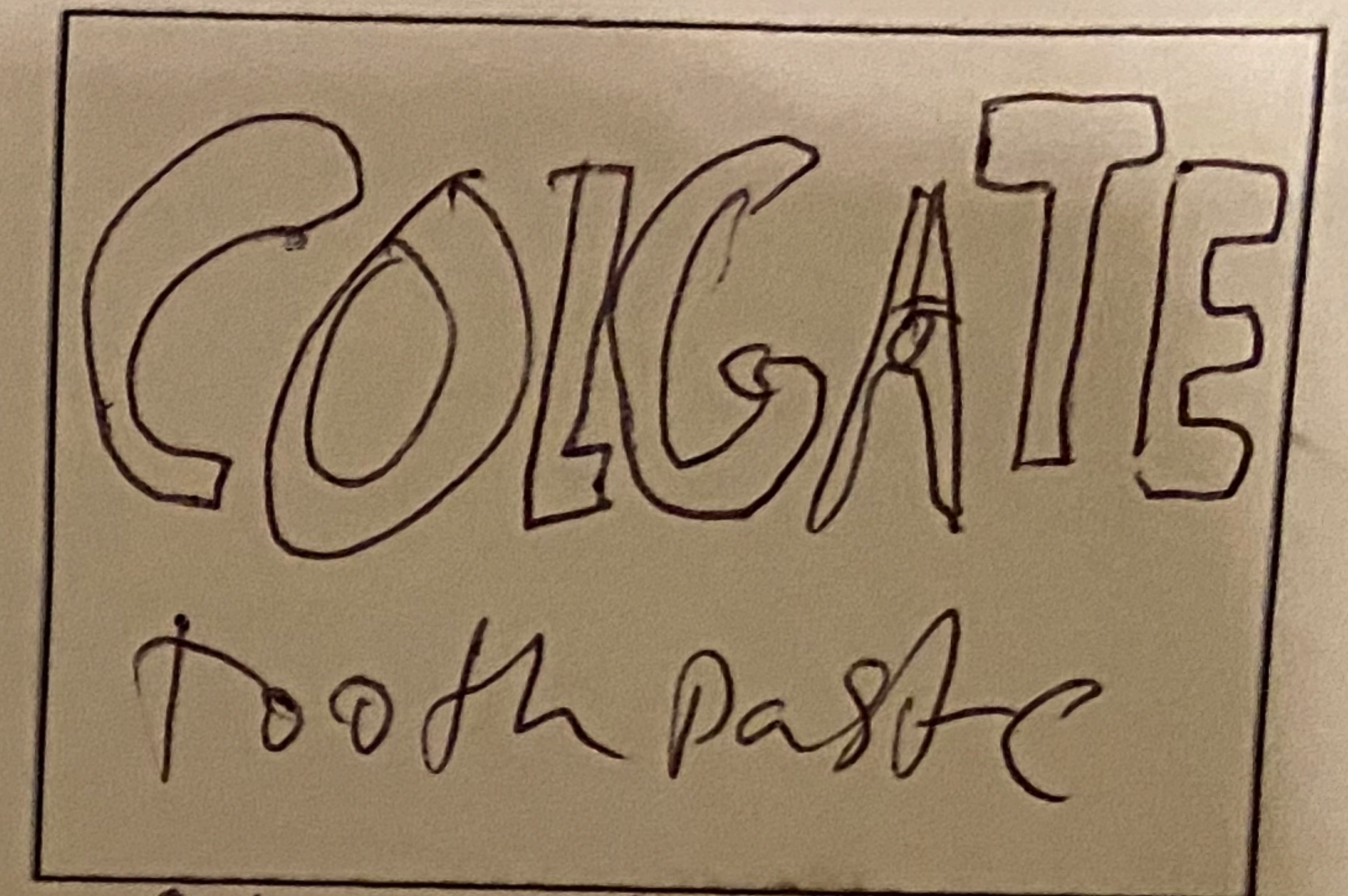
USER STORY/SCENARIO:



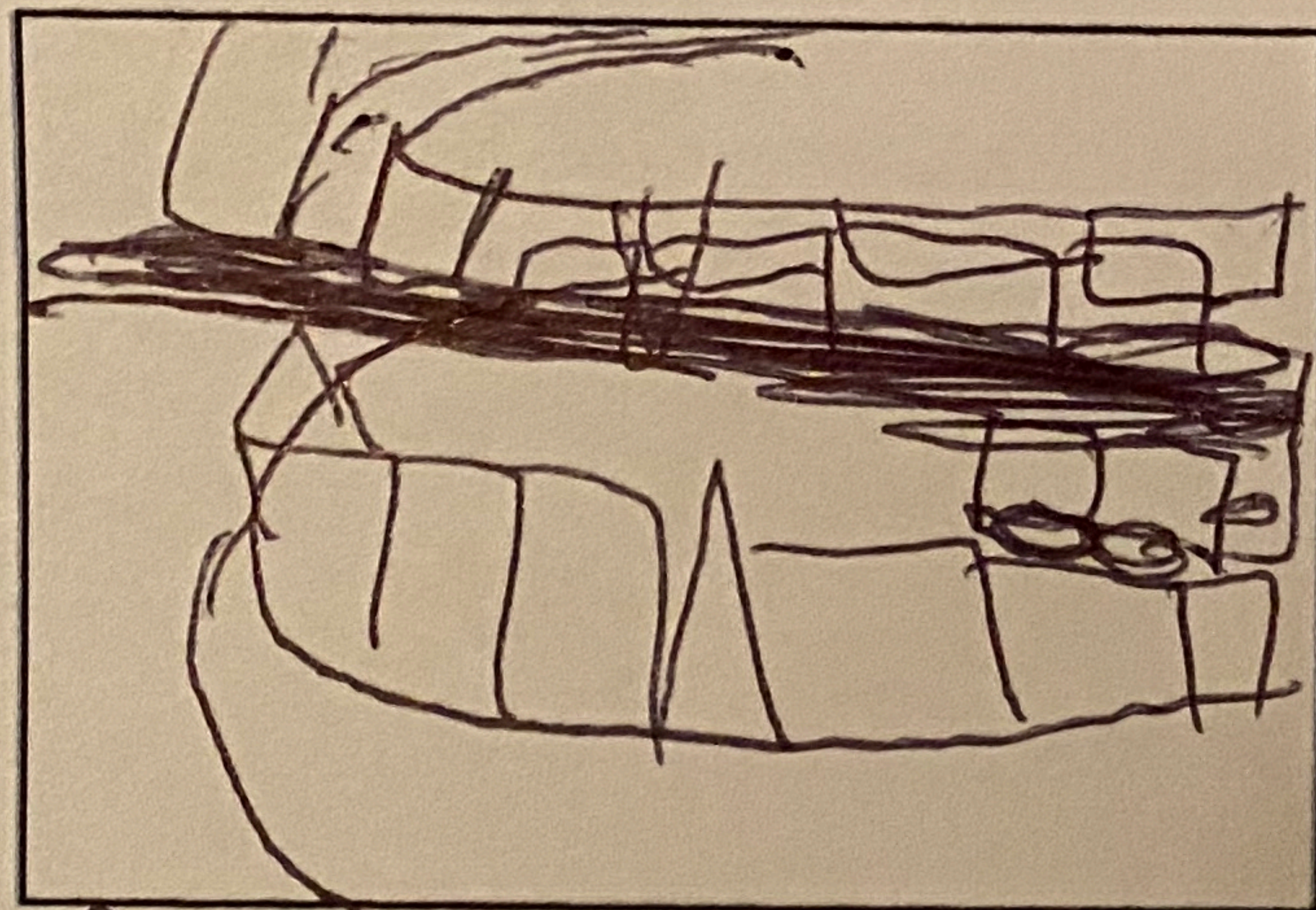
starts with person
snelling his breath
with old toothpaste



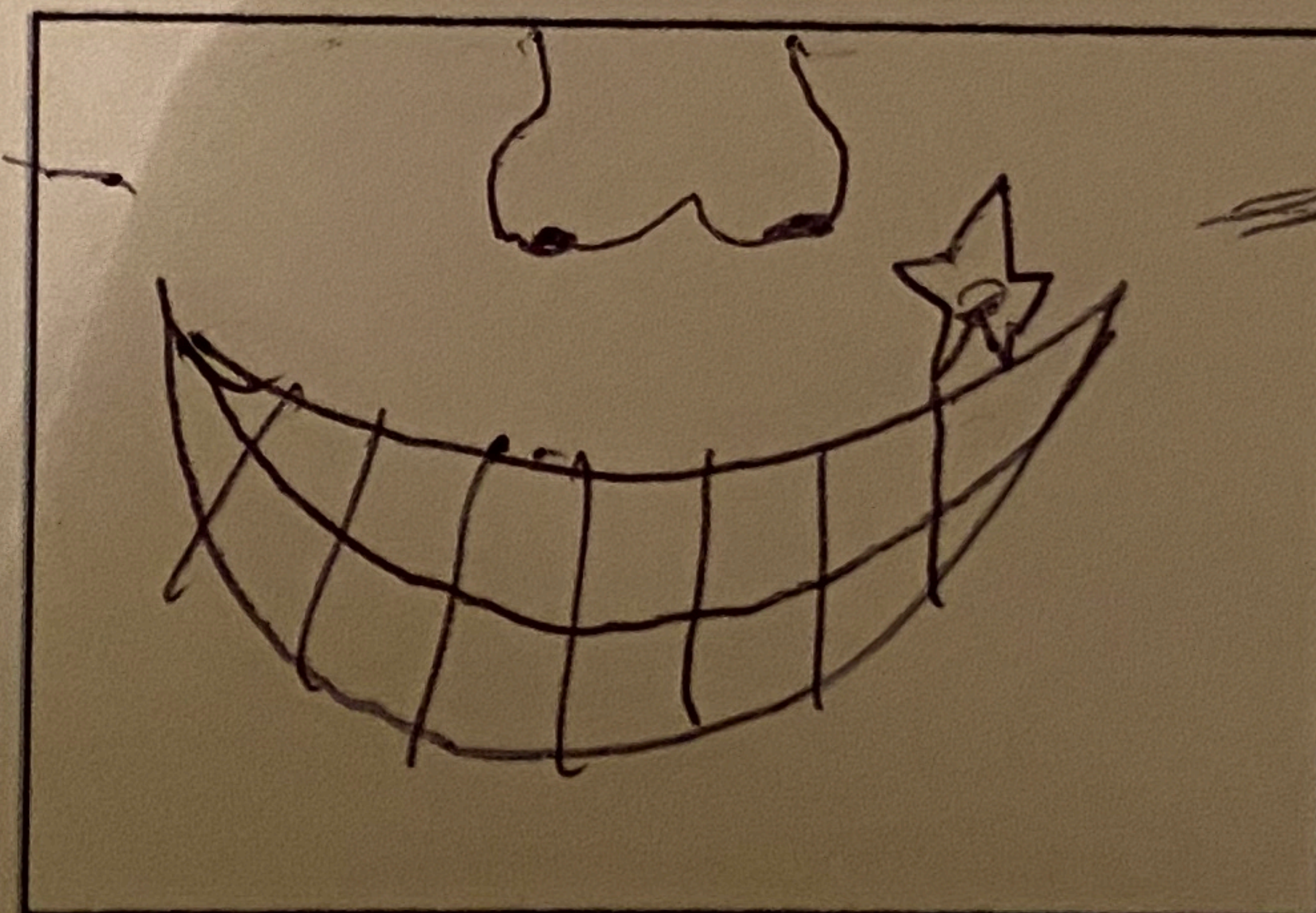
Falls on back from
Disgust



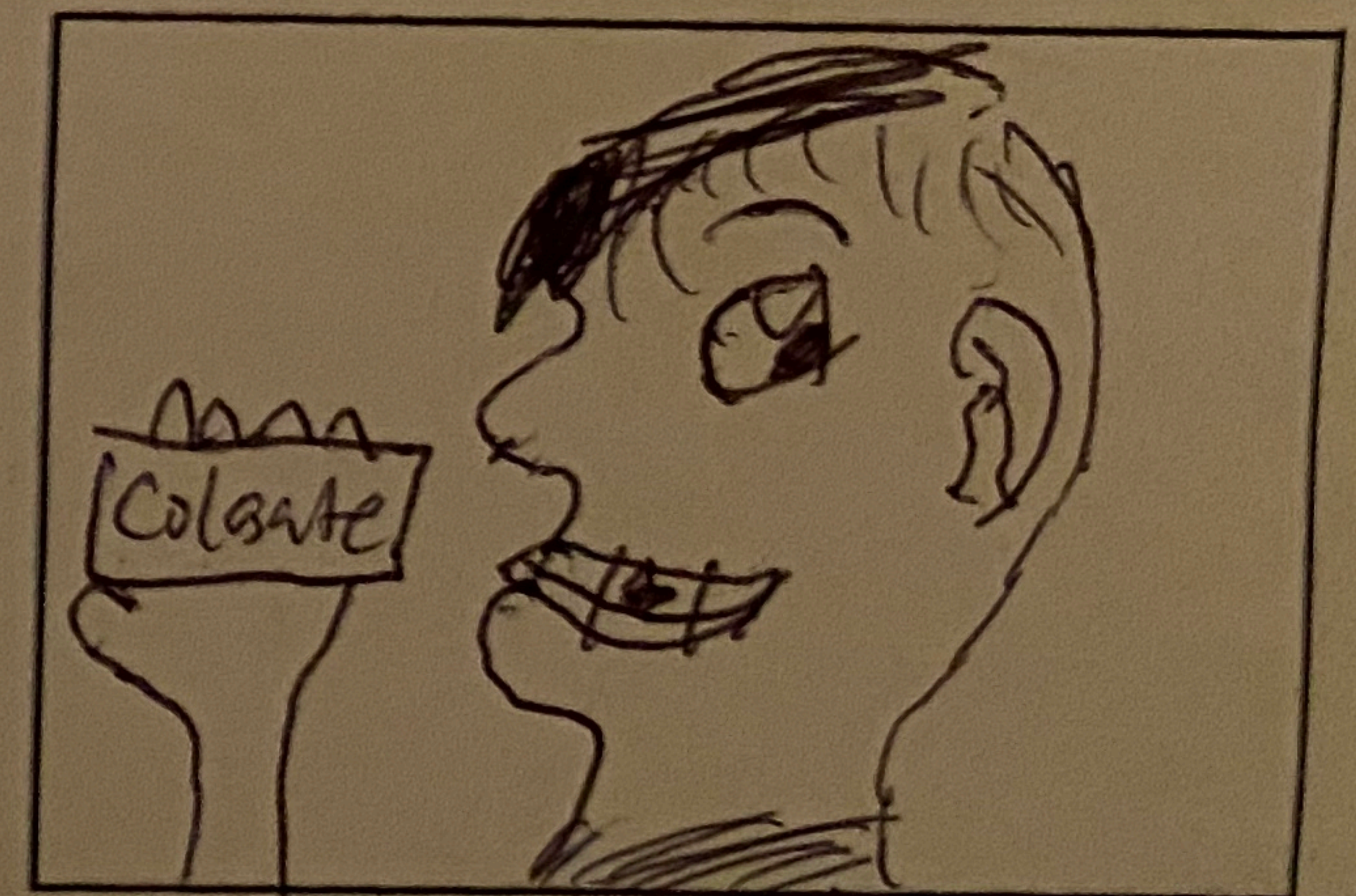
Colgate Introduction



Exp (any) how to
treat teeth and
clean



Shows what product
can do to teeth



Ends with telling
other to enjoy a
clean smile and
buy product