

Scenario

You're a college student who regularly uses Amazon and wants to use the College Rewards program to save money on your purchase of a pair of headphones for school.

User Goal	User Task
Off to College Page	
Navigate the shopping categories	Find the headphones subcategory.
Find College Rewards	Find more information about the College Rewards program.
College Rewards Dashboard	
Find out current progress toward a reward	Identify how many points you would need to receive \$5 off your purchase.
Find more information on earning and redeeming points	Find out more information on how to earn points.
Identify points available to earn on a product	Identify how many points you would earn on the Beats Studio3 Headphones.
Redeem Rewards Page	
Understand how to load more rewards	Load more rewards.
Differentiate available & unavailable rewards	Identify a reward that is unavailable to redeem.
Understand how many points a reward requires	Find out how many points it would take to redeem a reward for \$10 off of your purchase.
Apply Reward	
Apply a reward to cart	Select the reward for \$5 off your purchase and apply it to your shopping cart.
Navigate back to all rewards	Select the reward for \$5 off your purchase then go back to all rewards.