

Bob drives to San Francisco and arrives at his hotel in Japantown in the early afternoon. He's tired from the drive and wants to do something leisurely for the first day of his trip, so he wants to find a shorter tour that he can complete before dinner. He pulls up the Storyville app to find a tour. He then filters the local tours by tour length, looking for a shorter tour (one hour or less). He finds a walking route through Japantown that sounds nice, created by a local resident. People that have taken the tour have rated it 4 stars (out of five). The app provides him with a map that shows him how to get from his hotel to the first location on the tour: a long-standing Japanese restaurant. The map provides step-by-step directions for how to get to the restaurant, just like Google Maps. Bob walks to the restaurant.

Once at the restaurant, the map screen displays a button that takes Bob to the detail screen for that location. He sees an audio clip recorded by a user named Miko, so he puts in his headphones and taps the clip to play it. He hears Miko tell a story about how the restaurant was opened 40 years ago by her uncle, who had the best teriyaki recipe in town.

After Miko's clip is done playing, Bob pushes the Back button to take him back to the map screen. He continues to follow directions to the next landmark: the Japanese Cultural Center. Again, the app prompts Bob to open the detail screen, where he can play a clip. Miko tells a story about friends of hers who have displayed artwork and ceramics in the cultural center in the years since it's been opened.

Bob completes the tour in about an hour. At the last step of the tour, the app prompts Bob to rate the tour. Bob really enjoyed learning about the history of Japantown from a local resident, so he gives the tour a 5-star rating.