

STORYBOARD FOR UNPLUGGED

User Persona: James Blake



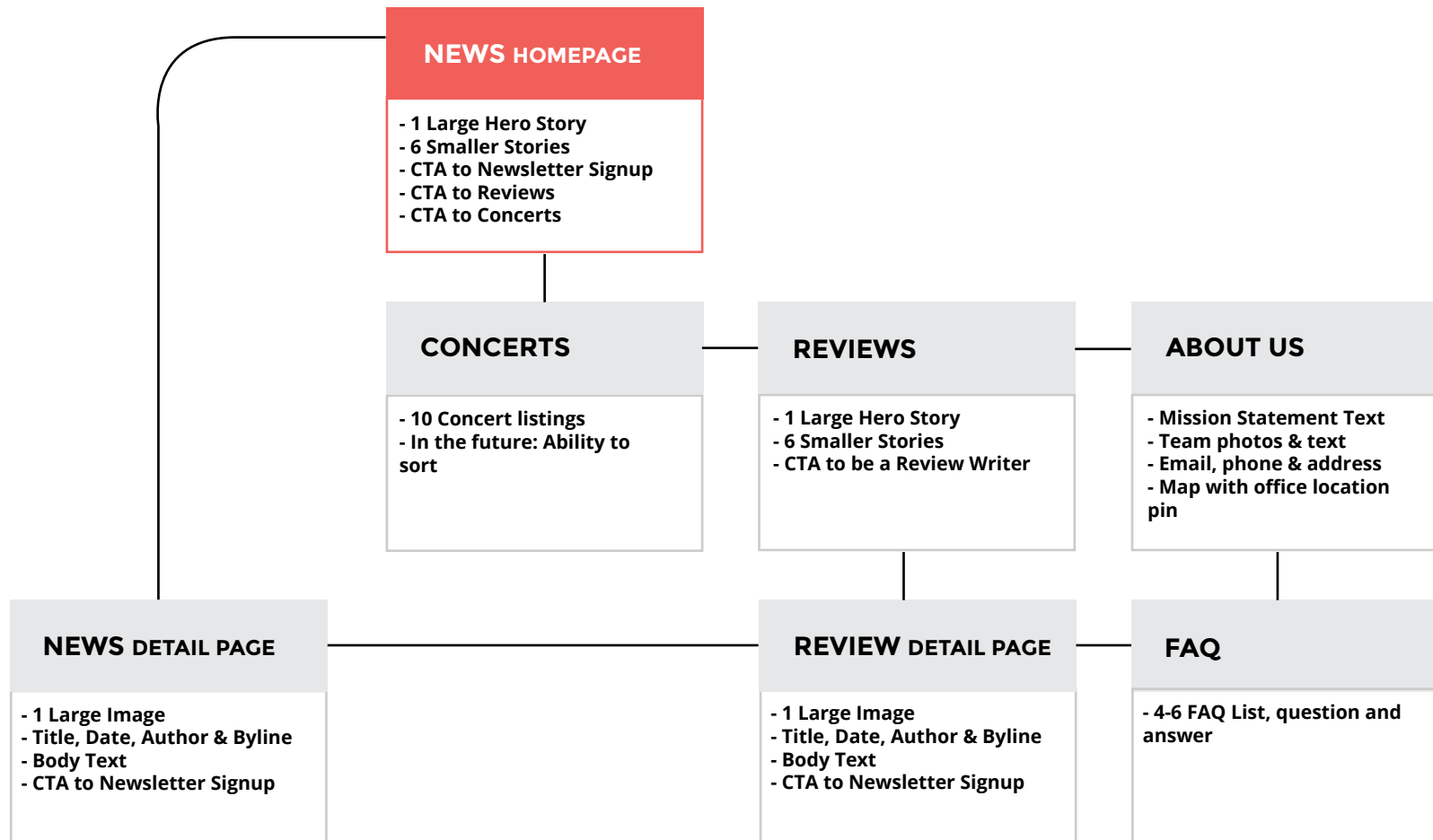
JAMES' TOP 3 REASONS TO VISIT THE SITE:

#1 He wants to sign up for the newsletter to get updates without checking back daily

#2 He wants to know if he can submit his upcoming gigs to be listed on the concerts page

#3 He wants to check out what concerts are coming up so he can add it to his calendar & buy tkts

SITEMAP



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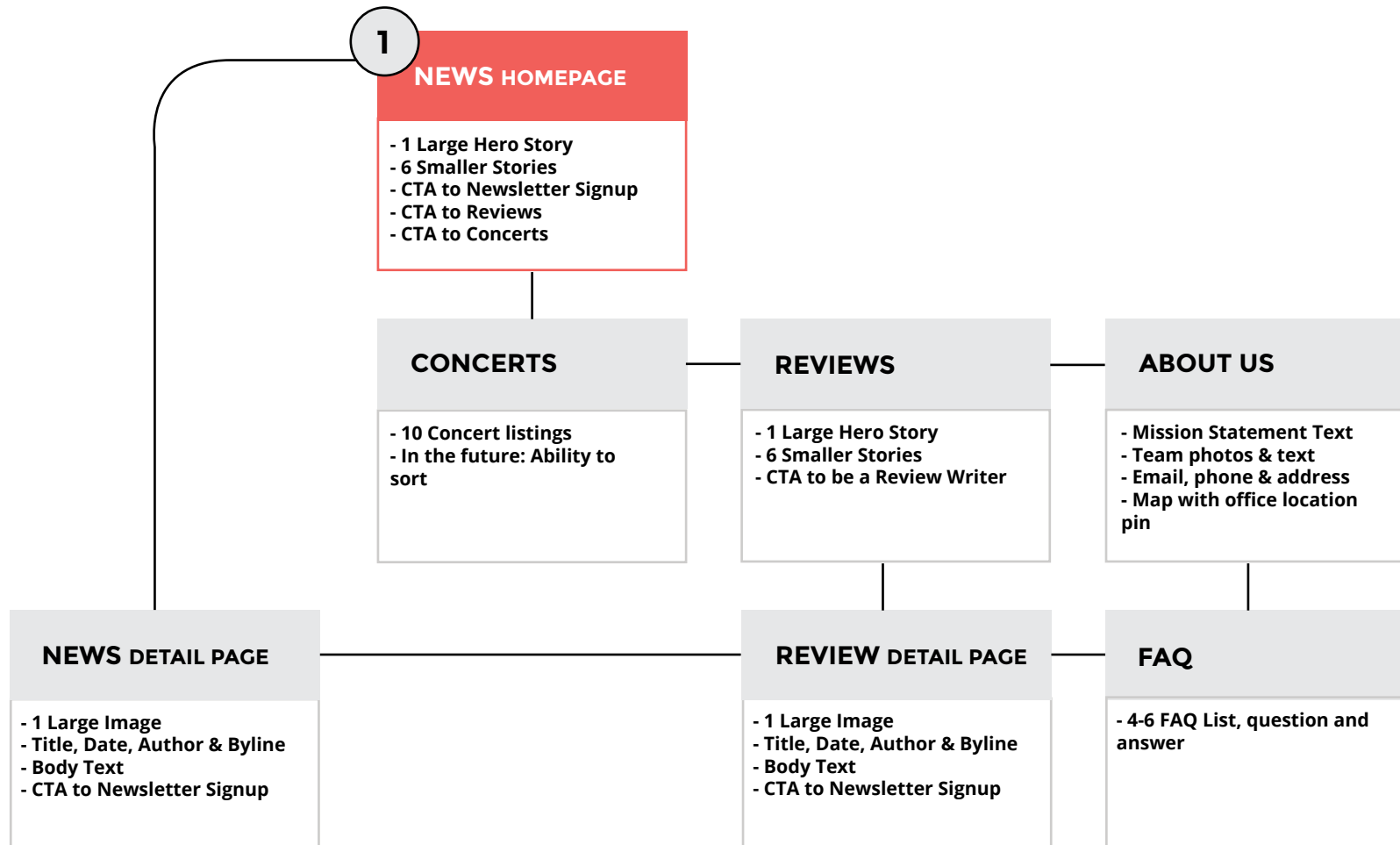


#1 He wants to sign up for the newsletter to get updates without checking back daily

HOW MANY STEPS WILL IT TAKE HIM? **1**

NOTES:

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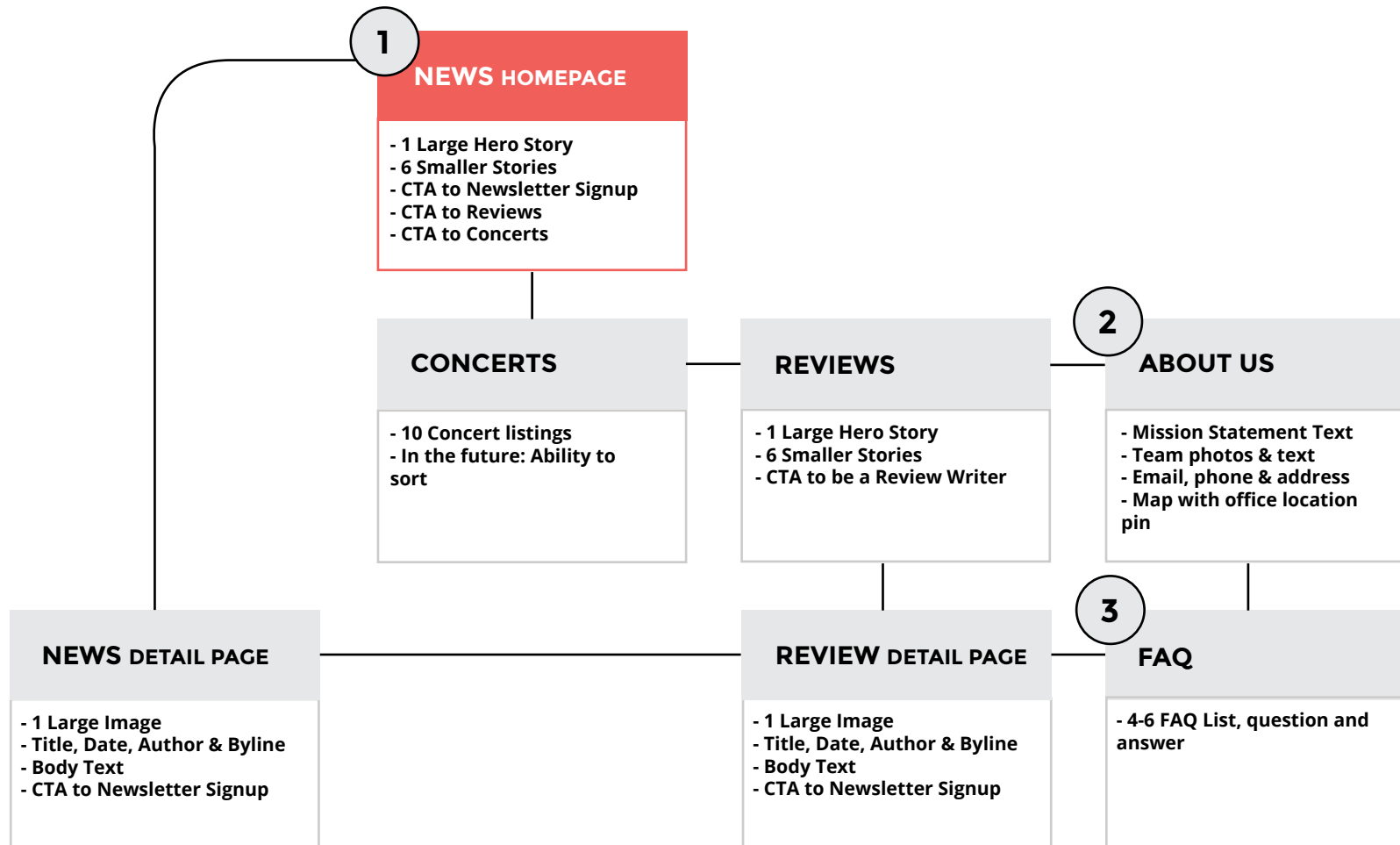
#2 He wants to know if he can submit his upcoming gigs to be listed on the concerts page

HOW MANY STEPS WILL IT TAKE HIM? 3

NOTES: 3 steps is a lot compared to 1 or 2 steps on our small site. It might be ok, but if James is a target user, we may want to consider the importance of having the FAQ accessibility.

Is it maybe possible to have a call out to the FAQ section on the homepage? Maybe a small link or section highlighting the FAQ page, allowing you to click right to it?

SITEMAP



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#3 He wants to check out what concerts are coming up so he can add it to his calendar & buy tkts

HOW MANY STEPS WILL IT TAKE HIM? **2**

NOTES:

SITEMAP

