The Organizer

First Visit

Visits homepage → Views event map → Signs Up → Logs In → Clicks on Post An Event → Fills in Post An Event fields → May post another event → May Edit An Event → Clicks on created event illustrated on the map → Views the Event (s) → Logs Out

Subsequent Visits

Visits homepage → Logs In → May view Previous Event Posts → May *edit* previous Event Posts → May view events by other organizers → May view and edit their profile → Posts An Event → Edits An Event → Views Event → Logs out

The Learner

First Visit

Visits homepage → May view events on map → Signs up as Learner now or later → Searches for events → Views event results list → Clicks on an event in results list → Views the a single event → Views other events on results list → May search again with new terms → View Results → Print, save, share results → May view calendar of events → Signs up as Learner → Logs out

Subsequent Visits

Visits homepage → Logs In → May view events on map → Searches for events → Views event results list → Clicks on an event in results list → Views the event → Views *other* events on results list → May search again with new terms → May print, share, save results → Views Results → Logs Out

Guest

Visits homepage → May view events on map → Searches for events → Views event results list → Clicks on an event in results list → Views the single event → Views *other* events on results list → May search again with new terms → May print, share save results → Views Results

Task: *Create wireframes that illustrate recommended design and calls to action in terms of fonts, styles, colours, buttons, links and placement/format to maximize the user experience for each of the following roles and processes.*