# Andrew Joseph Alexander's – User Journey's

*Assume the end user is coming in to the web site from a Google search and has never seen the web site before, and doesn't understand anything about Andrew Joseph Alexander or any facts about his services.*

**User Journey's**

1. Learn **who Andrew Joseph Alexander is.**

**Step 1:** User accesses Andrew Joseph Alexander's site from a Google search.

**Step 2:** User scrolls the main page.

**Step 3:** User identifies the section featuring information about Andrew Joseph Alexander and his short biography.

1. Learn **what Andrew Joseph Alexander offers.**

**Step 1:** User accesses Andrew Joseph Alexander's site from a Google search.

**Step 2:** User scrolls the main page.

**Step 3:** User accesses and reads the section regarding contact and inquiries for Andrew Joseph Alexander.

1. View **Andrew Joseph Alexander's showcase of projects.**

**Step 1:** User accesses Andrew Joseph Alexander's site from a Google search

**Step 2:** User scrolls the main page.

**Step 3:** User locates multiple columns and rows with a variety of music videos, vfx, NBA videos, and photography content.

**Step 4 (optional):** User selects video content to view.

**Step 5 (optional):** User scrolls to view galleries and slideshows with featured work.

1. Visit **Andrew Joseph Alexander's Blog, Social Media Outlets.**

**Step 1:** User accesses Andrew Joseph Alexander's site from a Google search

**Step 2:** User scrolls the main page.

**Step 3:** User locates UI icons for Andrew's blog, and social media outlets located under the page's header.