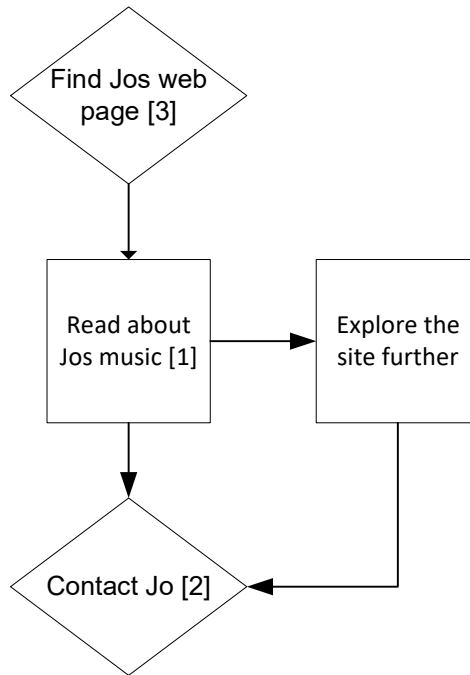| User story 1: Find out about Jo's music |
|---|

The user wants to find out more about Jo's music so that they can find out what genres she plays to see if the user is likely to enjoy being at her gigs or having her play at their event or venue. They would like to know what instruments she plays and whether she sings originals, covers or both. The user would also like to know how long the performances tend to last and how many performers there are at the gigs.

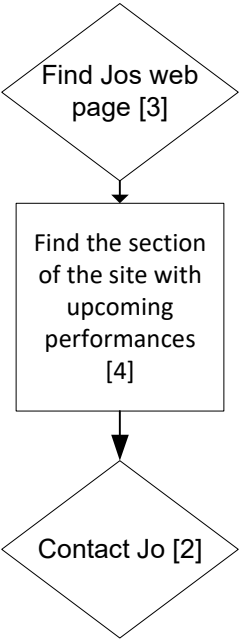| Workflow 1 |
|---|

Find Jos web page [3]

Read about Jos music [1] → Explore the site further

Contact Jo [2]

Required Features / Data [id]

Data   [1]   Information about Jo's music
Feature [2]   Contact form
Feature [3]   Landing page

User story 2: Attend one of Jo's performances

The user wants to attend one of Jo's performances. They would like to find out when and where Jo will be playing publicly and find out how much they will have to pay to attend.

Workflow 2

```
        ◇ Find Jos web
          page [3]
              │
              ▼
        ┌──────────────┐
        │ Find the section │
        │ of the site with │
        │ upcoming         │
        │ performances     │
        │ [4]              │
        └──────────────┘
              │
              ▼
        ◇ Contact Jo [2]
```
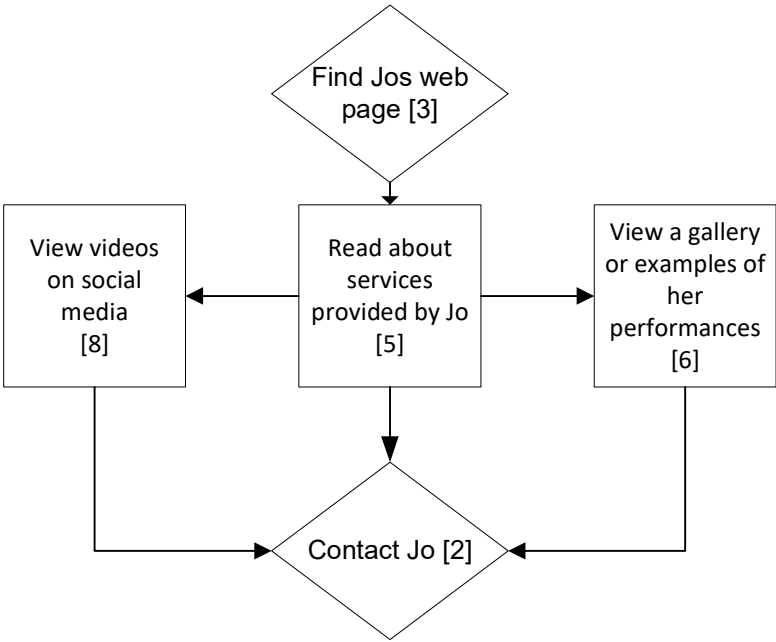

Required Features / Data [id]

Data   [4]   Upcoming gig information
Feature [2]   Contact form
Feature [3]   Landing page

User story 3: Book a duo for an event

The user wants to book a duo for their event. They like Jo's music but want a bit more than an acoustic set. They want to know whether Jo does perform in a duo and see examples of these performance and once they have confirmed that she will provide the service they need they want to contact Jo to discuss cost, availability and make a booking.

Workflow 3

```
                    ┌─────────────┐
                    │ Find Jos web│
                    │  page [3]   │
                    └──────┬──────┘
                           │
                           ▼
┌──────────────┐   ┌──────────────┐   ┌──────────────────┐
│ View videos  │◄──│ Read about   │──►│ View a gallery   │
│ on social    │   │ services     │   │ or examples of   │
│ media        │   │ provided by Jo│  │ her              │
│ [8]          │   │ [5]          │   │ performances     │
└──────┬───────┘   └──────┬───────┘   │ [6]              │
       │                  │           └────────┬─────────┘
       │                  ▼                    │
       │          ┌──────────────┐             │
       └─────────►│ Contact Jo [2]│◄───────────┘
                  └──────────────┘
```
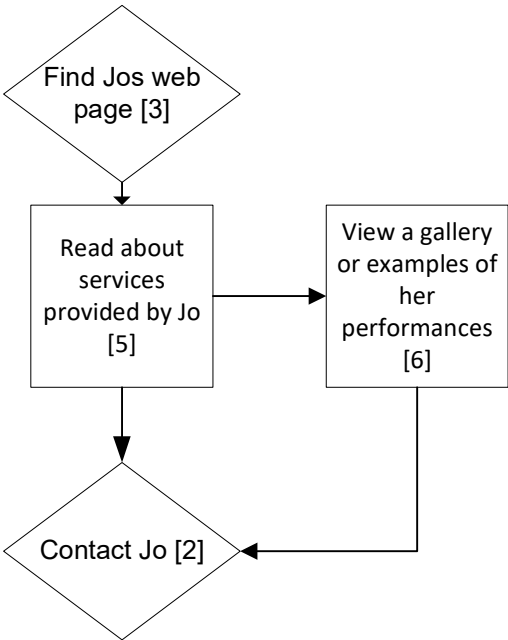
Required Features / Data [id]

Data   [5]   Information about Jo's services provided
Feature [2]   Contact form
Feature [3]   Landing page
Feature [6]   Gallery page (image / video)
Feature [8]   Social media links

User story 4: Book a musician for a venue

The user wants to book a musician for their venue. They would like see examples of Jo's performance and once they have confirmed that she will provide the service they need they would like to contact Jo to discuss, cost, availability and to make a booking.

Workflow 4

```
        ┌─────────────┐
        │ Find Jos web │
        │  page [3]    │
        └──────┬──────┘
               │
               ▼
    ┌──────────────┐      ┌──────────────┐
    │ Read about   │      │ View a gallery│
    │ services     │─────▶│ or examples of│
    │ provided by Jo│      │ her          │
    │ [5]          │      │ performances │
    └──────┬───────┘      │ [6]          │
           │              └──────┬───────┘
           ▼                     │
    ┌──────────────┐             │
    │ Contact Jo [2]│◀───────────┘
    └──────────────┘
```

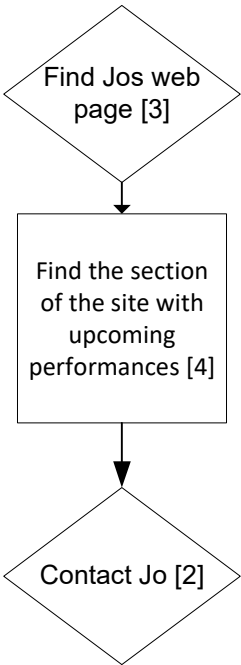## Required Features / Data [id]

Data   [5]   Information about Jo's services provided
Feature [2]   Contact form
Feature [3]   Landing page
Feature [6]   Gallery page (image / video)

User story 5: Attend one of Jo's duo performances

The user wants to attend one of Jo's duo performances. They would like to find out when and where Jo's duo will be playing publicly and find out how much they will have to pay to attend.
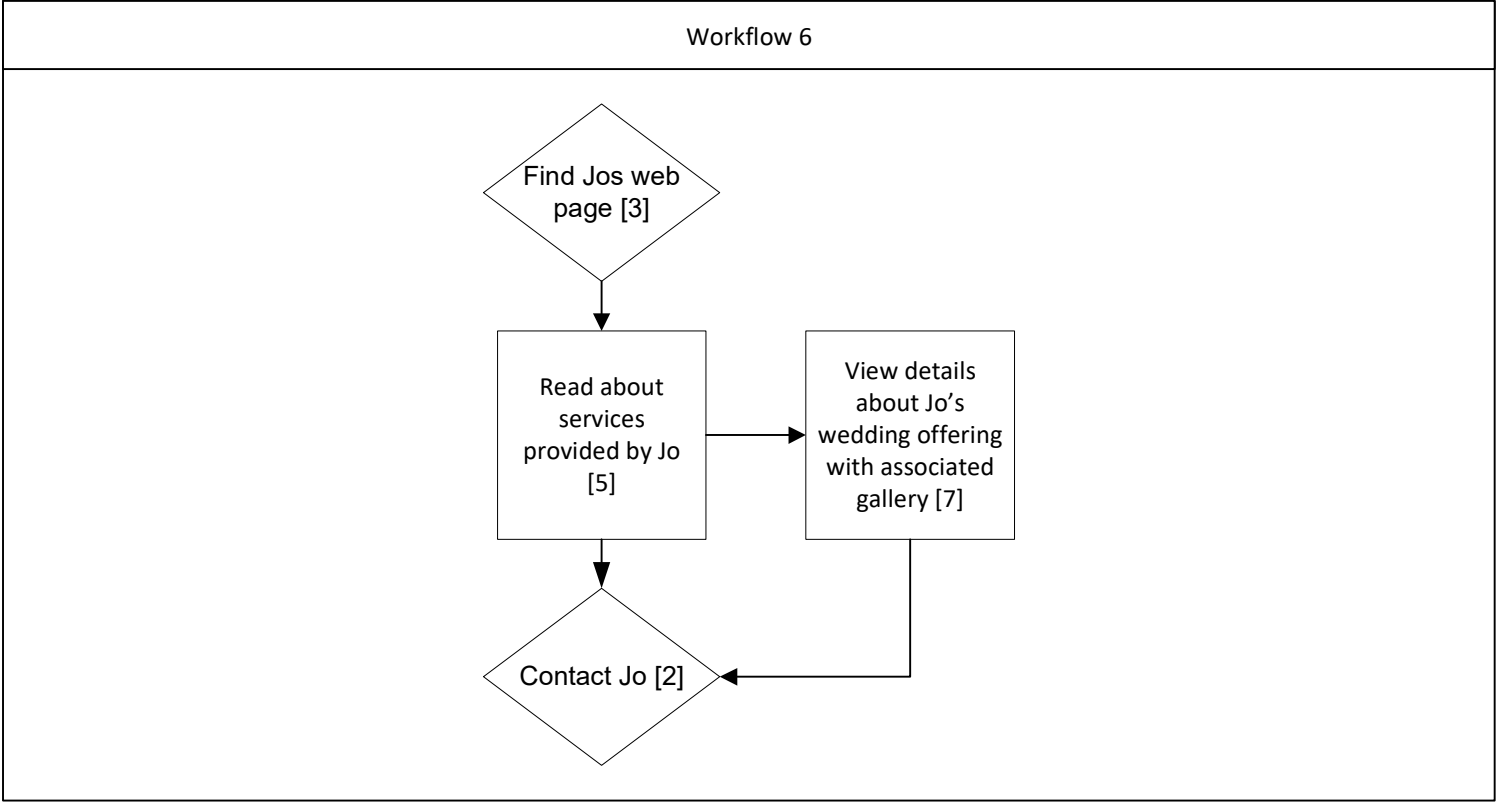
Workflow 5

```
        ◇ Find Jos web
          page [3]
              │
              ▼
     ┌──────────────────┐
     │ Find the section │
     │ of the site with │
     │    upcoming      │
     │ performances [4] │
     └──────────────────┘
              │
              ▼
        ◇ Contact Jo [2]
```

Required Features / Data [id]

Data   [4]   Upcoming gig information
Feature [2]   Contact form
Feature [3]   Landing page

User story 6: Book a musician for a wedding

The user wants to book a duo for their wedding. They would like see examples of these performance and how Jo presents herself and once they have confirmed that she will provide the service they want they would like to contact Jo to discuss, cost, availability and to make a booking.
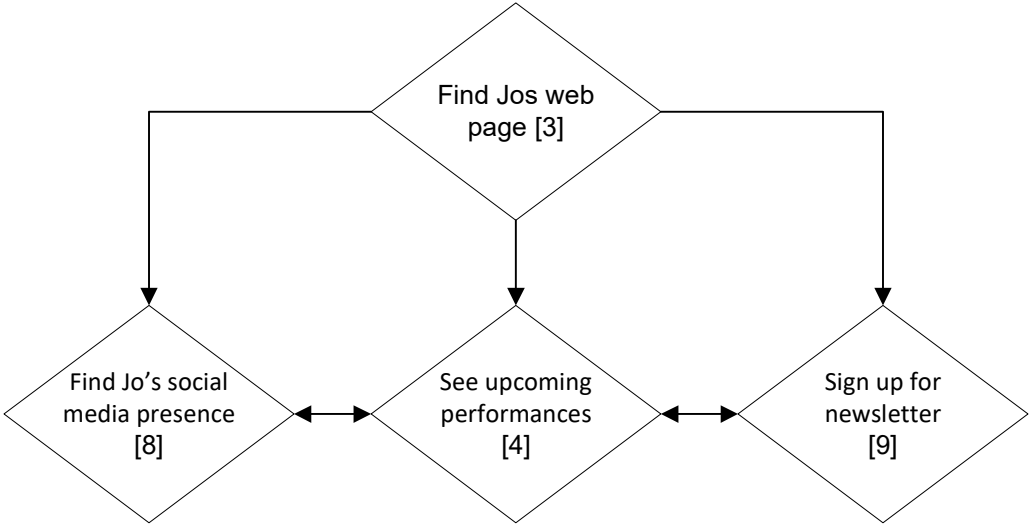
Workflow 6

```
        ┌─────────────┐
        ◇ Find Jos web ◇
        ◇  page [3]   ◇
        └──────┬──────┘
               │
               ▼
    ┌───────────────┐      ┌───────────────────┐
    │ Read about    │      │ View details      │
    │ services      │─────▶│ about Jo's        │
    │ provided by Jo│      │ wedding offering  │
    │ [5]           │      │ with associated   │
    │               │      │ gallery [7]       │
    └───────┬───────┘      └─────────┬─────────┘
            │                        │
            ▼                        │
     ┌──────────────┐                │
     ◇ Contact Jo [2] ◇◀─────────────┘
     └──────────────┘
```

Required Features / Data [id]

Data	[5]	Information about Jo's services provided
Feature	[2]	Contact form
Feature	[3]	Landing page
Feature	[7]	Wedding offering page with wedding gallery

User story 7: Keep up to date with Jo's activities

The user wants to follow Jo's activities. They are aware of Jo, love her music and want to feel a part of her 'World'. The user wants to know about up coming gigs, music releases and see what Jo's up to.
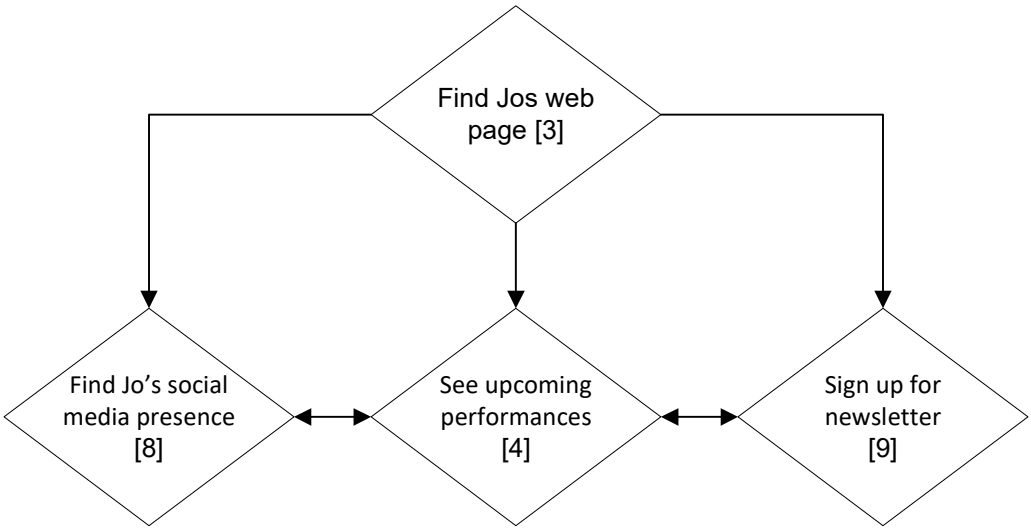
Workflow 7

```
                    ┌─────────────┐
                    │ Find Jos web │
                    │  page [3]    │
                    └─────────────┘
        ┌──────────────┼──────────────┐
        ▼              ▼              ▼
 ┌─────────────┐ ┌─────────────┐ ┌─────────────┐
 │Find Jo's     │ │See upcoming  │ │Sign up for   │
 │social media  │◄►│performances  │◄►│newsletter    │
 │presence [8]  │ │    [4]       │ │    [9]       │
 └─────────────┘ └─────────────┘ └─────────────┘
```

Required Features / Data [id]

Data	[4]	Upcoming gig information
Feature	[9]	Newsletter signup
Feature	[3]	Landing page
Feature	[8]	Social media links

User story 8: Keep up to date with Jo's duo

The user wants to follow Jo's duo activities. They are aware of Jo's duo and love their music. They want to feel a part of their 'World'. The user wants to know about up coming gigs, music releases and see what the duo is up to.

Workflow 8

```
                    ┌─────────────────┐
                    │  Find Jos web   │
                    │   page [3]      │
                    └─────────────────┘
        ┌──────────────────┼──────────────────┐
        ▼                  ▼                  ▼
┌───────────────┐  ┌───────────────┐  ┌───────────────┐
│ Find Jo's     │  │ See upcoming  │  │ Sign up for   │
│ social        │◄─►│ performances  │◄─►│ newsletter    │
│ media presence│  │    [4]        │  │    [9]        │
│    [8]        │  │               │  │               │
└───────────────┘  └───────────────┘  └───────────────┘
```
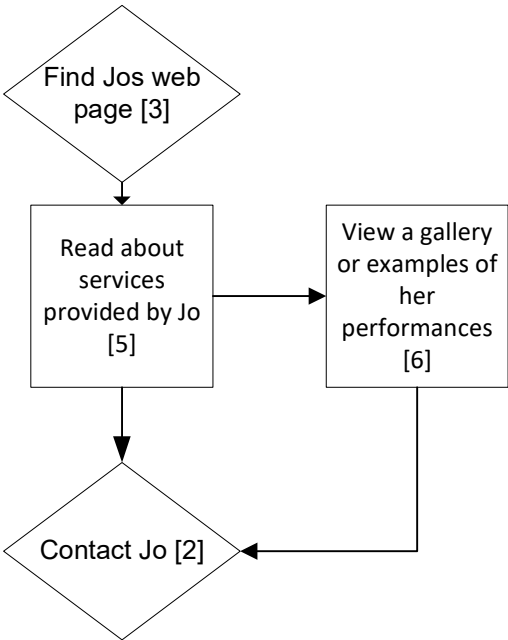
Required Features / Data [id]

Data   [4]   Upcoming gig information
Feature   [9]   Newsletter signup
Feature   [3]   Landing page
Feature   [8]   Social media links

User story 9: Book a musician for an event

The user wants to book a musician for their event. They would like see examples of these types of performance and once they have confirmed that she will provide the service they need they would like to contact Jo to discuss, cost, availability and to make a booking.
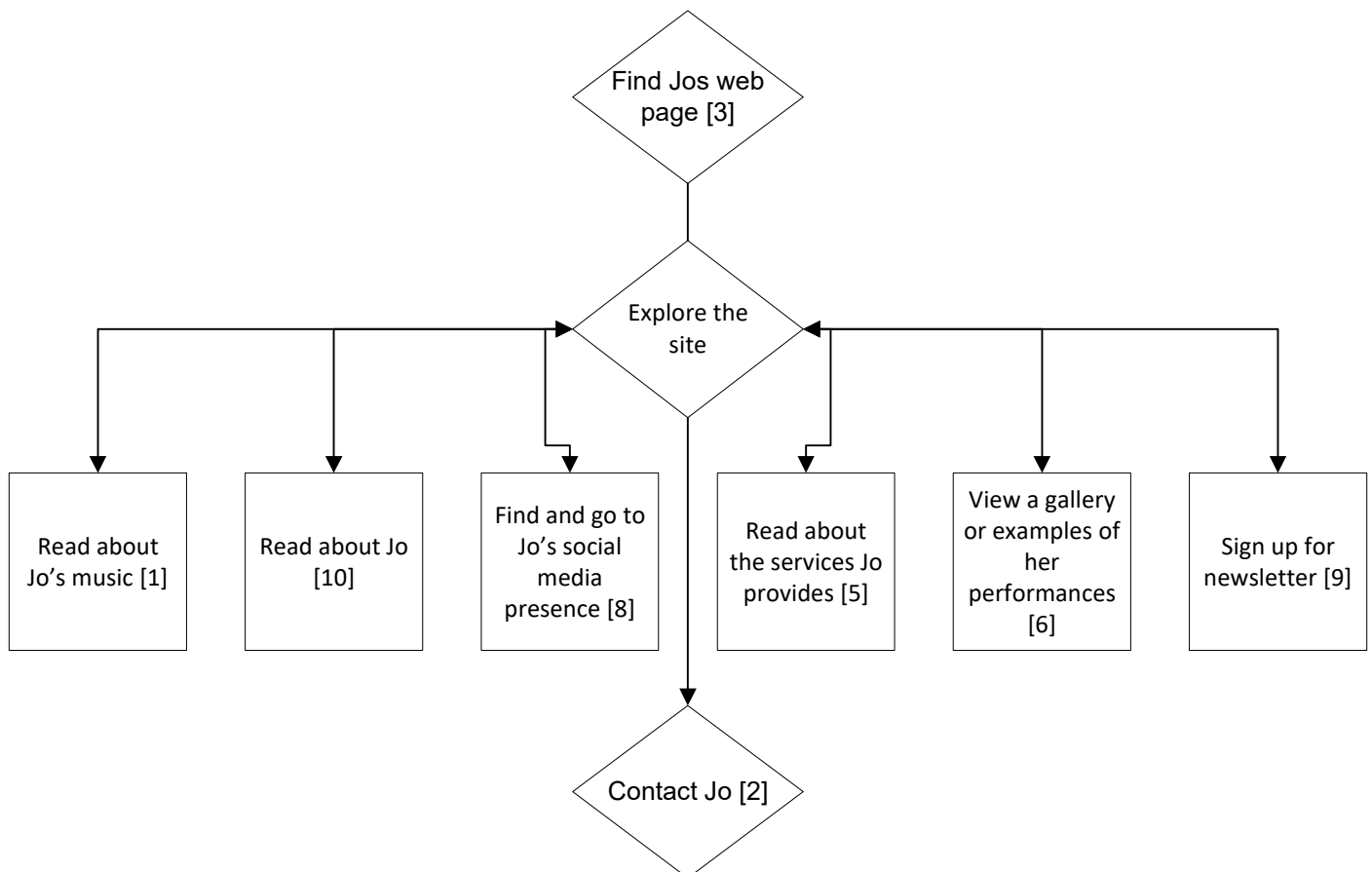
Workflow 9

Required Features / Data [id]

Data   [5]   Information about Jo's services provided
Feature [2]   Contact form
Feature [3]   Landing page
Feature [6]   Gallery page (image / video)

User story 10: Find out about Jo

The user wants to find out more about Jo. They are aware of Jo, have heard her music and want to know more.
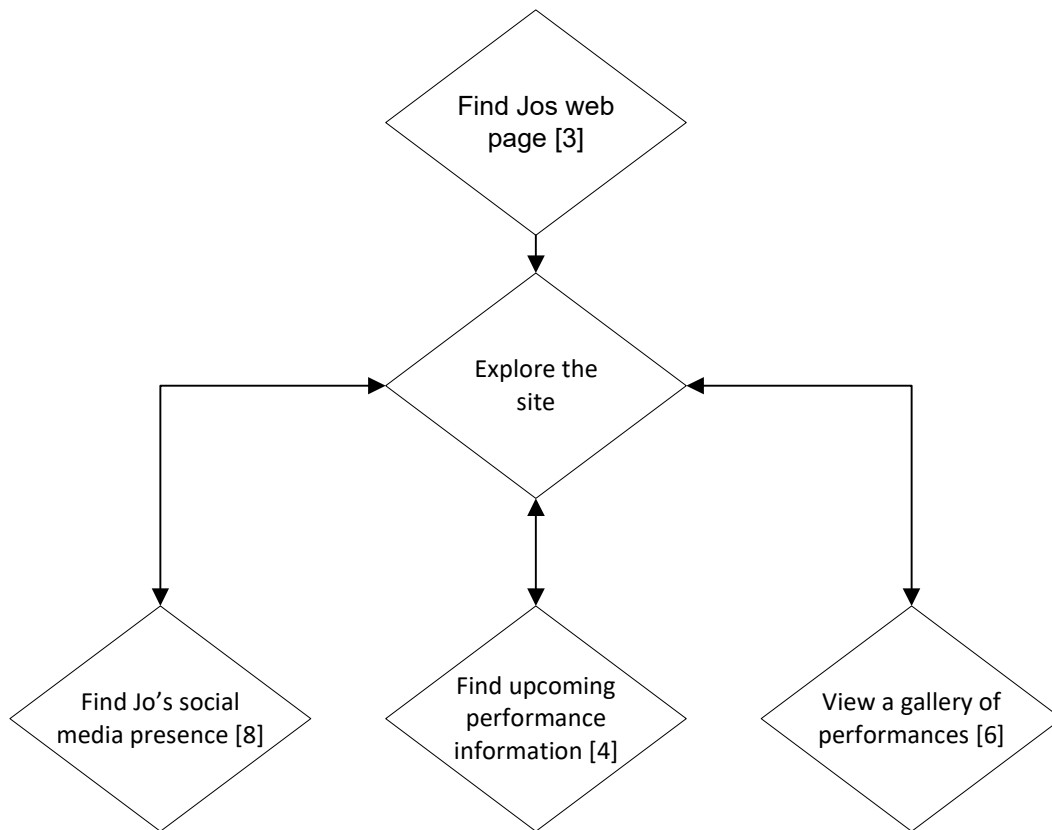
Workflow 10

```
                        Find Jos web
                         page [3]
                            │
                            ▼
                      Explore the
                         site
   ┌──────┬──────────┬──────┴──────┬──────────┬──────────┐
   ▼      ▼          ▼             ▼          ▼          ▼
Read about  Read about Jo  Find and go to  Read about   View a gallery  Sign up for
Jo's music [1]   [10]      Jo's social    the services Jo  or examples of  newsletter [9]
                           media          provides [5]  her
                           presence [8]                 performances
                                                        [6]
                            │
                            ▼
                        Contact Jo [2]
```

Required Features / Data [id]

Data	[5]	Information about Jo's services provided
Feature	[2]	Contact form
Feature	[3]	Landing page
Feature	[6]	Gallery page (image / video)
Feature	[9]	Newsletter signup
Data	[10]	Jo bio
Data	[1]	Information about Jo's services provided
Feature	[8]	Social media links

User story 11: Listen to Jo's music

The user wants to listen to Jo's music. They have heard of Jo and would like to hear what her performances sound like or have seen her at a performance and would like to hear more.
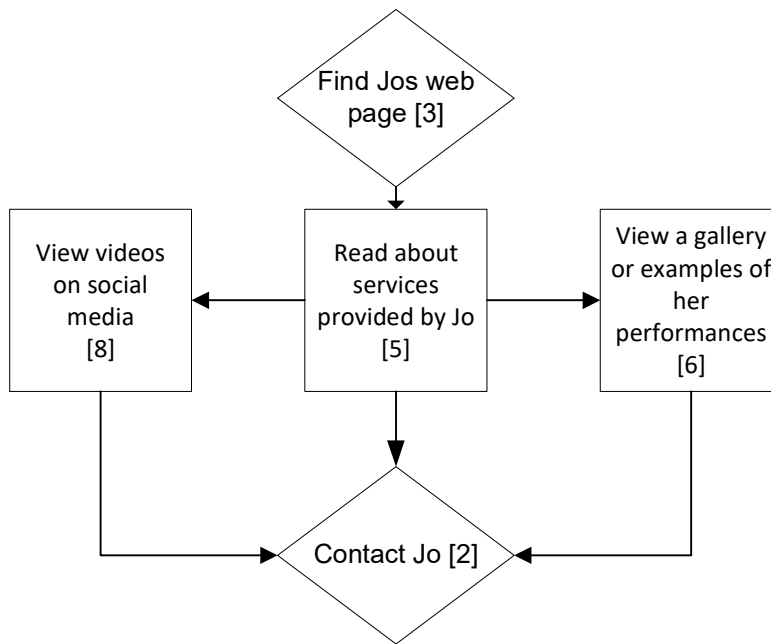
Workflow 11

```
                    Find Jos web
                    page [3]
                         |
                         v
                    Explore the
                    site
         |               |                    |
         v               v                    v
  Find Jo's social   Find upcoming      View a gallery of
  media presence [8] performance        performances [6]
                     information [4]
```

Required Features / Data [id]

Data	[4]	Upcoming gig information
Feature	[3]	Landing page
Feature	[6]	Gallery page (image / video)
Feature	[8]	Social media links

User story 12: Book a duo for a venue

The user wants to book a duo for their venue. They like Jo's music but want a bit more than an acoustic set. They want to know whether Jo does perform in a duo and see examples of these performances and once they have confirmed that the duo will provide the service they need they want to contact Jo to discuss cost, availability and making a booking.

Workflow 12

Required Features / Data [id]

Feature [2]   Contact form
Feature [3]   Landing page
Feature [6]   Gallery page (image / video)
Data   [5]   Information about Jo's services provided
Feature [8]   Social media links