User finds the website and is intrigued by the name. Sees the “Our Games” button and checks them out. Decides to submit a contact form to be notified when the games are released.

User was told about the page by a friend. Was already told about the game but wants to know more about the Devs. Finds the About us button in the dropdown or scrolls to the bottom of the main page.

User already knows about the devs and the games but wants to be notified of the release of the game. Finds the contact form and submits a request to be added to a newsletter.