1. A person logs in as a new user (What is in it for them)
   1. Artists
   2. Groups – Page for them
   3. Production Houses
   4. Reviewers and bloggers – Blogging function
   5. Audience – simple login

Showcase:

* + 1. artists
    2. groups
    3. events

All should be linked

* 1. Artist
     1. He would be interested to browse various sections of the website
     2. He can see posts related to his city and based on his contribution
     3. Views someone else's profile.
     4. Goes ahead to create his/her own profile
     5. Interested to search his friends artists
     6. Reads blogs
     7. Watches videos
     8. Search events in the city
     9. Check out forum
  2. Audience
     1. Browse what the site is about
     2. Views someone else's profile.
     3. Interested to search artists in search artists page
     4. Views blogs section
     5. Views videos section
     6. Search events in the city

1. A person logs in for the second time
   1. Artist:
      1. Creates his profile because
         1. His co-artists told him
         2. He thinks it may help
         3. He saw shares from various other artists and hence did that.
      2. Creates a post
         1. Audition
         2. Events