

MI 349 Week 5 Flow shorthands:

1. Amazon.com:

Home Page → Item list → Item page → Shopping Cart →
Use search bar Select item Learn more Confirm buy
Checkout → Confirmation
Financial info Purchase confirmation

2. Onion Dip:

Open new tab in Chrome/browser → See results → Content
Use search bar Click on relevant link View content (recipes)

3. Petition the White House:

Create a petition → Create/log into account → Choose Request →
Click button Create and confirm account Choose one of five choices

Add a title → Add a description → Add tags → Preview
Insert a title Type in a description Add relevant tags Preview finished petition.

CTAs:

- For older viewers such as Gary the Libertarian, a simple, large button with “Forum” on it with maybe a sub title of “Join the discussion” would be a prominent selection item on the homepage so users like Gary would be able to connect with like minded people.
- John the Bernie Bro wants to buy merchandise that expresses his disdain for politics as usual and to display his own personality. He wants a “Merch” button on the homepage where he can buy custom apparel and other merchandise. There wouldn’t be a subtitle just a “Merch” button.

1. Gary:

- Home page → Forum button → Create account → Join forums

Sees forum button - clicks on forum button - creates and confirms account - joins discussion

2. John:

- Home page → Merch button → Create account → Shopping page

Sees “Merch” button - Clicks on button - creates account - browses the store and buys