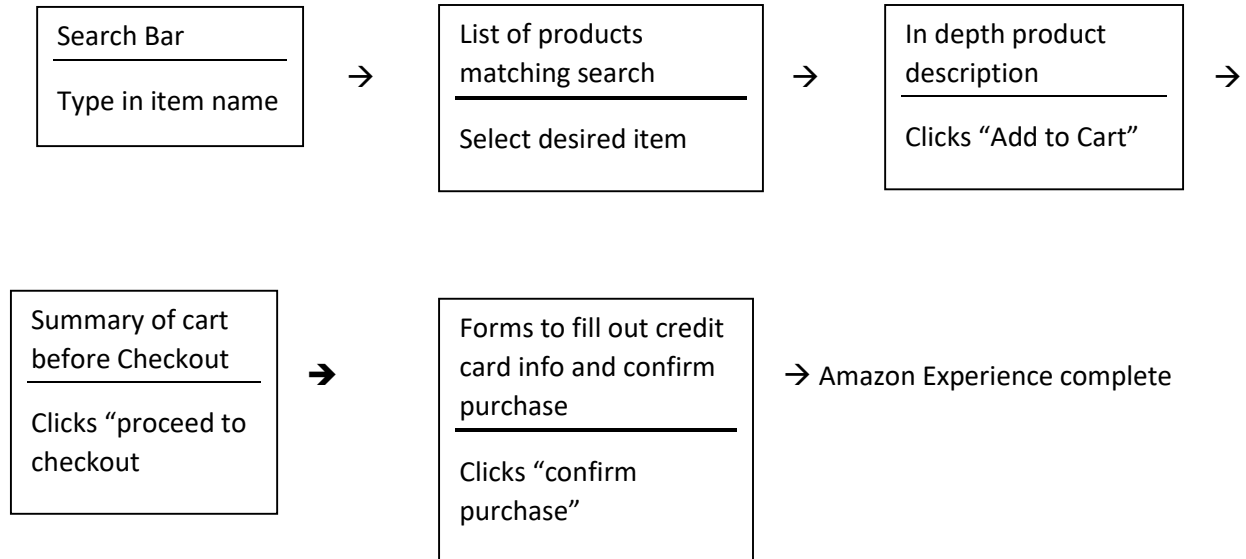User Flow and Call to Action Lab

## Purchasing on Amazon.com

| Search Bar<br><br>Type in item name | → | List of products matching search<br><br>Select desired item | → | In depth product description<br><br>Clicks "Add to Cart" | → |

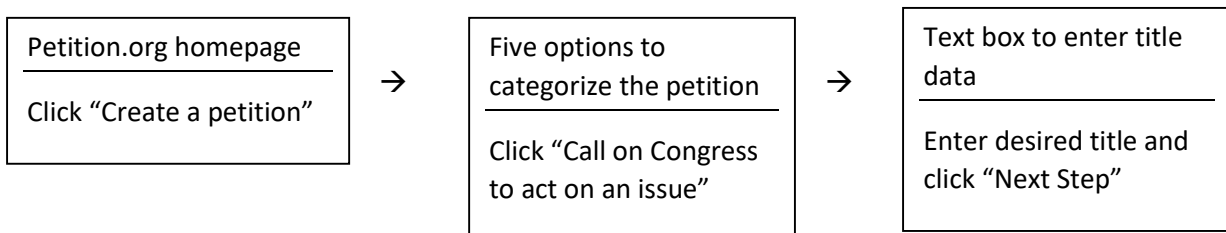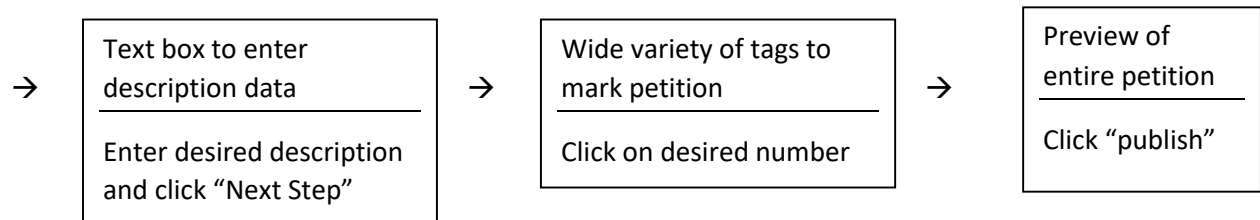| Summary of cart before Checkout<br><br>Clicks "proceed to checkout | → | Forms to fill out credit card info and confirm purchase<br><br>Clicks "confirm purchase" | → Amazon Experience complete |

## Searching on Google for Onion Dip

| Search bar<br><br>Type in "Onion dip" | → | Full page of links and preview of recipe website<br><br>Click link to first or favorite website | → Google experience complete |
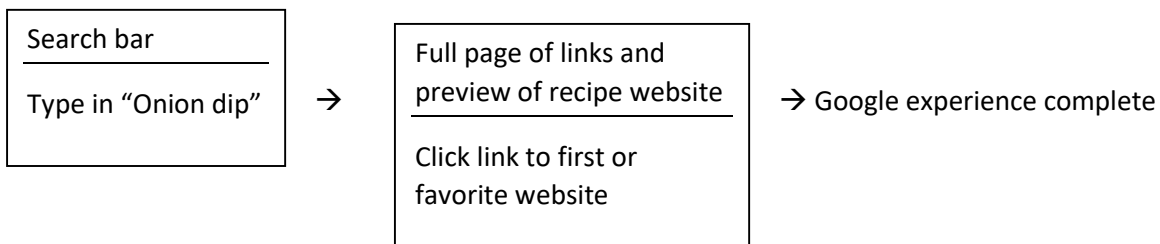
## Submitting a petition to petition.org

| Petition.org homepage<br><br>Click "Create a petition" | → | Five options to categorize the petition<br><br>Click "Call on Congress to act on an issue" | → | Text box to enter title data<br><br>Enter desired title and click "Next Step" |

| → | Text box to enter description data<br><br>Enter desired description and click "Next Step" | → | Wide variety of tags to mark petition<br><br>Click on desired number | → | Preview of entire petition<br><br>Click "publish" |
|---|---|---|---|---|---|

Outline for Final Project

Calls to Action

1. Download App through App Store
2. Sign up for email updates

User Flows

Homepage              Prompted by app description    Redirected to app store
------------------- -> ------------------------- -> ---------------------------
Click "Sign in"       Click "go to store"        User downloads app


Website pops up
Option to join email
Updates               Confirm email address
------------------- -> -------------------------------
Click "join list"        user enters information